SOUTHERN AUTON JOUI

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SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

DECEMBER 1957

'58 to Lift Shop Volume

page 29

A Plan to "Rescue" Dealers

page 31

Body Shop: Getting 'Em Tight page 48

Contents, page 3

YESTERDAY...



when compression ratios were 3 to 1, any good oil ring would do...as in this rakish Apperson Jack Rabbit, vintage 1907. Guaranteed to turn up 75 miles per hour, the car featured 60 H.P. engine, 4speed selective type transmission, double ignition with magneto and coil, and was priced at \$5,000.

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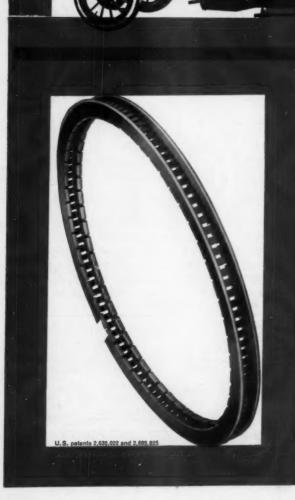
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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 37

DECEMBER 1957

No. 12

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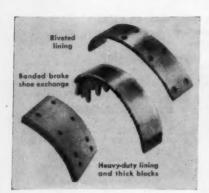


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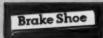
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Automotive SPOTLIGHT

December 1957

A blushing bride, that's the Southland today. In the face of admitted slowness in many business fields, the Southern United States is finding itself being wed to Mr. Expanding Economy.

Wedding witnesses from Detroit are testifying. Said Benson Ford, one of the three grandsons of Henry, before the Mississippi Automobile Dealers Association at Biloxi last month: "We believe the growth of the South is just in its infancy and that for a long time to come it is destined to outdistance every other area of our country." (See page 11.)

And from Dun & Bradstreet (see page 7): Service stations in the South have been leading all other regions in net sales.

And so you can hear the wedding bells louder: Chrysler Corp.—already on the line to erect a mammoth assembly plant at St. Louis to meet the growing market in the South and Southwest—now implements its planning by announcing Nov. 25 the formation of a Southern marketing area to cover 15 states and including 1,900 dealers. "A rapidly expanding economy and an increasing public demand for Chrysler-built cars and trucks in the South" were cited as the key reasons for the new area sales office.

Now let Uncle Sam join the witnesses: "The South led the nation in increases in merchant wholesale sales in the first nine months of 1957 as compared with the corresponding period last year." That's what the Atlanta, Ga., field office of the U. S. Department of Commerce reported Nov. 22. "Gains of four per cent in Florida, Georgia, the Carolinas and Virginias, Maryland, Delaware and the District of Columbia, seven per cent in Alabama, Mississippi, Tennessee and Kentucky, and eight per cent in Arkansas, Louisiana, Oklahoma and Texas were greater than those of all other regions, and were substantially more than the two per cent average for the nation as a whole," said this federal agency. "Automotive equipment" helped account for this, it was pointed out.

Deliveries of parts by helicopter to garages and dealerships may be just ahead. Clark's Auto Parts, Savannah, Ga., has applied to the Civil Aeronautics Administration and to the Savannah City Council for authority to operate a helicopter from its roof to its customers as far away as 75 miles in lower South Carolina. A local helicopter operator has been engaged tentatively. John R. Clark, Jr., explained that the whirlybird would hover over a shop and let down a basket containing the order. It would be a good publicity stunt, even though a new 'copter ranges in price from \$14,000 up, he pointed out.

Untamed tire ads are going to be corraled. The Federal Trade Commission served notice Nov. 22 on manufacturers and dealers that vague terms such as "first-line," "100 level," "120 level" and "original equipment" have been used to describe tires which fall short of being the kind or quality these terms imply. It's no secret, too, that tires being installed by factories have been chalking up miserably low mileage scores, much to the surprise of proud new-car owners who had assumed the casings were of first-grade quality. The FTC is proposing an advertising guide for tires.



You can make this claim with Sealed Power KromeX Piston Ring Sets

When you install KromeX, you're giving your customer the world's best ring job because KromeX sets have Sealed Power's new stainless steel oil ring (U.S. Pat. No. 2,789,872). The performance record of this ring is so phenomenal America's two largest auto manufacturers have adopted it as standard original equipment.

Replacement Record Equally Astounding In replacement service mechanics and fleet owners have discovered just as astonishing results. KromeX ring sets with the stainless steel oil ring positively control oil even in tapered or out of round cylinders—positively control smoking under deceleration. The oil ring will not sludge or corrode because of the stainless steel finish. And it has chrome-plated steel side rails for more than double normal ring life. These rails seat instantly. Available in Sealed Power KromeX ring sets for engines which require super oil ring performance.

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Sealed Power KromeX Ring Sets

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BEST FOR RE-BORE!



Automotive

MARKETS

Service Station Operators in the South Lead in Net Sales

Service station operators in the South led all other regions last year in net sales, according to the latest cost-of-doing-business survey released by Dun & Bradstreet, Inc.

Station operators in the Middle West obtained better than average margins, kept expenses down and earned the most money. Wages paid were the highest in the South, causing the region to run second best in earnings, the report showed.

Typical net sales per station in the South were \$95,500. For the Middle West the figure was \$89,075, for the Far West \$88,140 and for the North East \$87,425.

Net sales of the typical gasoline service station operator were \$89,265, an increase of more than \$27,000 over the average volume reported for the year 1951, the last time figures were prepared on this line of business.

Other highlights of the survey: The typical dealer realized an over-all gross margin of 23.2% of net sales, having obtained gross margins of 18.9% on gasoline and 34.0% on all other merchandise.

Total expense came to 22.1% of net sales, which left a net profit before federal and state income taxes of 1.1%.

The average operator earned \$6,606, or \$127 weekly, in salary plus net profit in 1956. Thirty-four per cent of the dealers showed a net loss after salaries were drawn. These unprofitable operators drew more than the \$87 per week average that their business could afford. On the other end of the profit scale, 18% of the dealers averaged \$223 weekly in salaries plus net profits.

Employes' wages were the largest expense item in the average station, costing 8.1% of sales. Exceptions to this were stations conducted as partnerships and those with small volumes where little help was needed.

Occupancy expense (rental, or

its equivalent, plus utilities) was 4.0% on the average, but operators who own their own stations paid only 2.8% for this expense. Dealers in the North East paid the highest rate of all the regional groups.

Annual gallonage by regions was: South, 207,000; Middle West, 199,000; North East, 207,500, and Far West, 190,000.

In most lines of retail trade, the largest volumes are transacted by those concerns which have the highest proportion of credit sales to total sales. Service stations do not follow this pattern.

In this survey, as in the one conducted in 1951, the dealers who followed a middle-of-the-road policy on credit held a moderate edge in sales. It was also noted in both surveys that increases in the percentage of credit sales were accompanied by higher gross margins, larger expenses and more rapid turnover of gasoline and

other merchandise offered by the stations.

The dealers who transacted over 50% of their volume on credit obtained the lowest returns of the three groups classified according to their credit sales being under 35%, 35 to 50% and over 50%.

Service stations in the \$125,000net-sales-and-over bracket operated the most efficiently, obtaining high gross margins and keeping expenses at a low level.

Of the 516 concerns surveyed, 174, or 34%, showed a net loss after owners' salaries were drawn. The typical unprofitable operator drew a salary of \$5,397 in 1956, which was \$875 more than the business could afford.

For the national average, dealers approximated \$6,600 in salaries plus net profits in 1956, a gain of \$1,500 over earnings in 1951. A sales increase of 42% over the 1951 volume made these larger earnings possible.

Sees Industry Becoming Slump-Free

A YEAR-'ROUND automobile business, free from seasonal ups and downs, was cited last month by General Manager Byron J. Nichols of Chrysler Corp.'s automotive group marketing as a significant pattern currently characterizing the automotive industry.

Nichols credited three events for helping to establish a more even sales picture: (1) the development of the all-season closed car with an accompanying all-season use of streets and highways; (2) the switch of new-car introductions from January to the fall months; and (3) an increased emphasis on selling in the third quarter.

He said that the typical pattern for the sales year now seems to be set in March, and from then on through to the introduction of the new models there appears to be no major dip in sales. Even then, he emphasized, there is no appreciable sag until January.

Nichols pointed out that during 1957 the number of de luxe models of the lowest-priced lines built by the "Big Three" increased by 260,-000 units over that produced in 1956, a gain of nearly 18%.

"Automobile customers," said Nichols, "are looking for more comfort, more convenience, greater ease of handling and, especially for those suburbanites with growing families, more passenger capacity."

In this connection, he cited the phenomenal rise in the demand for station wagons. In Chrysler's Plymouth Division, Nichols disclosed, 22% of the cars currently coming off production lines are station wagons.

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The red-and-black Federal-Mogul package contains a lot more than bearings! Invisible, but highly valuable to you, are the service aids available through your jobber. Federal-Mogul provides literature and manuals containing specific installation information. He also has

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Automotive

NEWS BRIEFS



"Automobile Inspection Laws" and "How to Do Better Brake Work" were subjects of a clinic sponsored by the Snyder Chapter of the Independent Garagemen's Association of Texas. Howard C. Willis, representative for Raybestos Division of Raybestos-Manhattan, Inc., presented the latter subject, using sound and color motion pictures entitled, "Taking the Guesswork out of Brake Work" and "The 1957 Brake Story." A panel discussion on the revised automobile safety inspection law was held by John Noble of J. Noble's Brake and Alignment, A. E. Ivison, secretary of the Snyder Chapter, and Elmer Stellings, owner of Stellings and Willis. This was the fifth such clinic sponsored by the Texas association in which Willis was invited to participate.

Depression Seen Needed To Sell Small Cars

T would probably take a serious depression to get the American public to weigh the economy of smaller cars."

So said Reginald J. Pigott, former president of the Society of Automotive Engineers, in an article in the American Petroleum Institute quarterly's autumn issue, citing the present over-crowding in urban traffic and parking as evidence that "parking space will have to be provided in cheaper localities at the edge of the city." He added that public transportation within the city itself will have to be furnished almost entirely by subway lines and taxis.

Pigott said that it may be necessary ultimately to bar personal cars from city streets. He believes, however, that "something might be done to the size of our cars to ease this situation.

Instead of "keeping up with the Joneses" in cars with "more decorations than a jukebox and more gadgets than a Rube Goldberg invention," the American people could turn to vehicles similar to the small European car, with its compactness and economy, Pigott said.

Living Standard Increase Seen by Finance Head

A N INCREASE by 50% in America's standard of living can take place in the next ten years, with installment credit playing a key role, according to A. J. Blasco of Kansas City, president of American Finance Conference, in a statement last month.

In a keynote address at the 24th annual convention of the conference, Blasco said installment credit outstandings, which stood at \$31.6 billion last Dec. 31, likely would exceed \$40 billion within the decade.

"With discretionary income likely to hit 156 billion dollars in ten years, installment credit could safely expand to 47 billion dollars and still not exceed the present ratio to final optional spending power," he said.



DEALERS

Jan. 11-15 — Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

Feb. 24 — Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

June 15-17 — Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.

Oct. 6-8 — Annual convention of Truck Body and Equipment Association, Ambassador Hotel, Atlantic City, N. J.

GARAGEMEN

June 26-28 — Annual convention of Independent Garage Owners of America, Statler Hotel, Los Angeles.

WHOLESALERS

Feb. 3-6 — 31st annual Automotive Accessories Manufacturers of America Exposition, Navy Pier, Chicago.

Feb. 8-9—Annual convention and booth conference, Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City.

Feb. 17-19 — Annual convention of Motor and Equipment Wholesalers Association, Statler Hotel, Los Angeles, Calif.

Feb. 18-19 — Annual convention of National Standard Parts Association, Ambassador Hotel, Los Angeles, Calif.

Feb. 20-23 — Pacific Automotive Show, Pan Pacific Auditorium, Los Angeles, Calif.

April 23-25 — Southeast Automotive Show Conference, Bon Air Hotel, Augusta, Ga.

May 11-14 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Park Hotel, Washington, D. C.

June 16-17—Annual convention of Automotive Wholesalers' Association of Alabama, Birmingham.

Oct. 15-18 — Annual convention and booth conference of Automotive Wholesalers of Texas, New Civic Center, Galveston.

Feb. 18-21, 1959—International Automotive Service Industry Show, Navy Pier, Chicago.



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T-31 Tachometer. Required for automatic transmissions. Use to adjust engine idle mixture and set engine idle r.p.m. \$35.50





T-14 Voltage Regulator Tester, for 6 and 12 volt systems. \$39.50





T-32 Portab Consists of Tachometer



T-32 Portable Stand Consists of T-30 Dwell Meter, T-31 Tachometer and TS-15 Stand. \$80.50



T-22 Distributor Wrench, For '53 D. R. Distributors, 95c





T-25 Vacuum Gauge. 0"-25" Vacuum, 0-7 lbs. pressure. \$7.90

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NEW YORK 19, N. Y., 250 W. 54th St. • PHILADELPHIA, PA., 1800 Fairmont Ave. • BRANCH: LOS ANGELES 15, CAL., 1330 W. Olympic Bivd.

Benson Ford Tells Ole Miss Dealers: South Outdistancing All Other Areas

By BENSON FORD

Vice-President, Ford Motor Co., and chairman of Ford Dealer Policy Board

THESE postwar years have seen a tremendous surge of commerce and industry throughout the South, and Ford Motor Co., along with all the other automobile manufacturers, has been grateful to share in that growth.

In the case of our company alone, our investment in facilities in the Southern states is more than three times greater than before World War II, and it includes five assembly plants, nine parts depots, a glass plant and an aluminum foundry. Our activities plus those of dealers in Ford Motor Co. products add up to an investment of \$400,000,000 in plants and equipment — about 56,000 jobs — and an expenditure approaching \$250,000,000 a year for payrolls, materials and services.

So we consider our company is a rather substantial participant in the economy of the South, and we are sensitive to everything that concerns the future well-being of this area

We believe the growth of the South is just in its infancy and that for a long while to come it is destined to outdistance every other area of our country.

We believe this whole postwar economy has been operating on the basis of underlying strengths, of fundamental growth influences that are only beginning to be felt. You know what they are. You've been hearing for a long time now about the impact of our fast-growing population, about the impelling demands of our people for higher living standards, better schools and roads and recreational facilities, more leisure and more pleasant things to do with our leisure.

The economy as a whole has been on a rather high plateau during most of 1957 and best evidence is that it will remain stable during the coming months, without any predictable sharp changes in either direction. There is reason to hope.

however, that automotive sales, as well as sales of other durable goods, may show marked improvement.

One factor of great potential significance to automobile people is a tremendous increase in the number of new-car credit contracts due to mature in 1958. We estimate that maturities in 1958 will exceed 1957 by almost 900,000. All other predictable factors point to a 1958 sales year approximating the respectable levels of 1957. But any way you look at it, that increase of 900,000 credit maturities could sprinkle just the kind of star dust needed to set off another bonanza sales year in our industry and to set the whole economy humming as it did in 1955.

FRB Holds the Line

There is one other factor. In the face of terrific pressures from all sides, the Federal Reserve Board has done, I think, a tremendous job to stabilize the economy and resist a powerful inflationary trend one that could easily have gotten out of hand and still represents a serious threat to the people of this country. I think it would be shortsighted in the extreme for us to add to the pressures to bring about a premature lifting of credit restraints. A time is bound to come when in the judgment of the Federal Reserve Board these restraints may be eased. And surely there is no harm in hoping that happy day is not too far away.

Whether or not we realize all the factors that would make 1958 another great — rather than merely a good — year, the fact remains that the long-term picture is bright — you might almost say brilliant. We have been building and planning and spending for years in preparation for the bonanza market of the 1960s and we are now fast approaching the years of the big pay-off.



Editor's note: Excerpts from an address Nov. 5 before the annual convention of the Mississippi Automobile Dealers Association at Biloxi. Shown here at left as Ford spoke is James B. Estabrook of Pascagoula, MADA vice-president. who was presiding.

I would earnestly and sincerely urge each of you who plans to stay in this business to begin now to make plans for the long pull. With car markets reasonably certain to expand by 60 to 70% in the next ten years, I can't imagine that any of you wouldn't want to get at least your pro-rata share of that new business. . . .

There are two broad areas of mutual interest to the dealer and the manufacturer that particularly require cooperation today. I would like to consider them very briefly.

One is our great mutual interest in strengthening the profit position of automobile dealers so that, to the extent possible in a free market economy, every sound, efficient dealer is getting the kind of profit that he reasonably ought to get out of a given market.

The second point of mutual concern is the wage-price inflation spiral in which labor costs and therefore prices have been moving ever upward. If the basic drives behind this spiral are not brought under control, before long our other worries will become pretty academic.

In both of these situations, the immense interdependence of factory and dealer are evident.

Take the first. I think I can say, at least so far as the management



Used BOWES

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BRAKE FLUID

The best costs no more!

When 31 out of 33 of the top race drivers in the world elect to "bet their life" on the same brake fluid—here, surely is convincing proof that it is the best, the safest brake fluid. You know there are many inferior brake fluids on the market.

Can you afford to take chances on the Brake Fluid you supply your customers?

When you provide Bowes Brake Fluid YOU and YOUR CUSTOMERS will KNOW you are supplying the best, the safest brake fluid—endorsed by 31 of the leading race drivers in the world.

of one automobile company is concerned, that we know full well we cannot operate successfully with profit-starved gaunt, dealers. Every manufacturer in the business has been making huge investments in anticipation of expanded future markets. It makes no sense at all to do things one year that would destroy the dealer's ability to work with us effectively in the future and thus undercut that huge investment. There is just no place in today's market or in any other market for a "dealer-be-damned" attitude. (Applause)

Along with a great many of our dealers, we are convinced that the answer to achieving satisfactory dealer profits in today's and tomorrow's competitive markets lies in raising the moral and ethical tone of retail sales to the level practiced by the better dealerships

Bad Habits Can Grow

In a sellers' market, bad habits can grow and go unchastised. Virtue unfortunately has to be its own reward. In a buyers' market, virtue becomes the handmaiden of success. The basic ingredients of courtesy, consideration, fairness and good faith are essential to building a reservoir of good-will on which to base satisfactory continued sales. Reputation, fair-dealing, usefulness to the customer are in the long-run sounder and more profitable practices than pricepacking, misleading advertising and the like.

In addition to proper ethics in customer relations, maintaining decent standards of conduct among dealers themselves is a must. Practices such as bootlegging injure the ethical dealer, undermine the price and profit structures of the whole industry, and break down the order and stability of the market.

Whenever you raise the point of improving the moral conduct of dealerships, you are reminded of the theory that "nice guys don't win," and a few horrible examples are pointed out to you wherein sin has prospered and virtue failed.

This is a dangerously fallacious viewpoint. You don't have to play dirty to win. You do have to play hard. There is nothing immoral or unethical in hard-hitting, aggressive salesmanship. That kind of play wins and it eliminates the need for the shoddy practices that are the very stigma of weakness.

The sad fact is that the foul balls in the industry make it difficult for the great bulk of dealers to play the game as cleanly as they might like to. And until the disruptive influences are restrained or eliminated, dealers in general are not going to realize the kind of profits that they might otherwise reasonably expect in a given market.

We at Ford think that all dealers and manufacturers ought to attack more effectively malpractices in the retailing of automobiles. There are a number of things we manufacturers can do in this regard. One is to be a little more selective and careful about the franchising of new dealers, so that we eliminate trouble at the source. Another, as I have suggested, is to find better means of persuading dealers to avoid actions that are not compatible with quality merchandising particularly in such areas as bootlegging and unethical advertising.

Action Has Been Taken

In a little more than a year in my present position, I have seen some very effective action along these lines. I would like to say that while I'm sure the creation of our board was viewed with some skepticism by some of our dealers last year, we are beginning to get a most gratifying kind of appreval.

Our ability to be effective in pursuing the mutual goals of the company and the dealers has grown steadily along with dealer confidence in the board as an objective, operating outfit, rather than mere window-dressing for some pious platitudes. . . .

There are three simple facts that I think ought to be drummed into the consciousness of every American over age 12. The whole wage-price inflation case can be rested on the movement of three key items — pay, profits and prices over a substantial period of time.

Starting in 1948—the first year we had anything like a normal peacetime economy—and comparing with 1956, the last year for which we have complete figures, here's what happened:

Pay: The annual compensation of industrial employes rose by \$60,000,000,000,000 or about 60%.

Profits: Corporate net profits increased nil—not at all. During that whole period, profits have held steady at about \$17,000,000,000 a year. The yield on investment has dropped steadily. And in constant dollars, net profits are sharply off.

Prices: Prices of manufactured goods increased by 13%.

Question: Is it more probable that the higher prices were the result of the profits which did not rise, or of the wages which did rise — and by some \$60,000,000,000,000?

And what does this do to the proposition that industry ought to absorb increasing wage costs out of profits? Can anyone seriously contend that \$17,000,000,000 of corporate profits should have absorbed the \$60,000,000,000 of added labor costs?

That's what we really call the all-time case of the canary swallowing the cat!

Only when a substantial body of people begin to understand how their own security, their savings and living standards are being whittled away by inflation; only when they can see the impact on their own pocketbooks of excessive wage increases — only then will we begin to find the political courage and wisdom to meet the challenge.

Wage inflation simply means increases in wages beyond increases in productivity. It is not merely a problem of management-labor relations. It is not the problem of our company alone, or of manufacturers alone. It's just as much your problem, because all of you will pay the piper together.

AMA Designates Clynick For Central Zone

CHARLES A. Clynick has been appointed central zone representative of the Automobile Manufacturers Association.

Clynick, formerly a sales engineer with American Motors Corp., will exercise field responsibilities in states including Missouri, Arkansas, Louisiana, Mississippi, Alabama, Tennessee, Kentucky and Indiana.



"Changing to Texaco brought me real money"

6 reasons why you can make money as a Texaco Dealer!

THE BEST petroleum products, known and accepted by car owners in all 48 states. Continuous research and development insure that Texaco will always have outstanding products.

THE BEST and biggest national advertising program . . . constantly selling Texaco Dealers to car owners everywhere.

THE BEST point-of-sale promotion material to help bring customers in and bring them back!

THE BEST customer credit card—in fact, the *only* petroleum credit card honored under *one* sign in all 48 states . . . and in Canada, too.

THE BEST retailer policy—Texaco doesn't compete with its dealers . . . cooperates with them in promoting their sales of nationally advertised and accepted TBA products.

THE BEST opportunity to cash in on "touring" business—because motorists know they can get famous Texaco products wherever they drive.

says Charles K. Stowers, successful Texaco Dealer in Dallas, Texas.

"I tried one dealership, then changed to another, but never made any real money until I changed to Texaco in 1939. I was selling 2,900 gallons a month then. I've grown steadily. Now I am doing 50,000 gallons and expect to reach 65,000 gallons a month by the end of the year.

"I've found that any help you ask from Texaco — within reason — you'll get. That's how Texaco keeps its large, national Dealer Family together — with more take-home money.

"To any ambitious man who has the opportunity to get a Texaco dealership and be his own boss, I say, better take it!"

THE TEXAS COMPANY

DIVISION OFFICES: Atlanta, Ga.; Boston 16, Mass.; Buffalo 9, N. Y.; Butte, Mont.; Chicago 4, Ill.; Dallas 2, Tex.; Denver 3, Colo.; Houston 2, Tex.; Indianapolis 1, Ind.; Los Angeles 15, Calif.; Minneapolis 3, Minn.; New Orleans 16, La.; New York 17, N. Y.; Norfolk 2, Va.; Seattle 1, Wash.

WRITE OR PHONE TODAY if you'd like to be your own boss—a Texaco Dealer. Let's talk it over. No obligation. Get in touch with the Texaco Division Office nearest you.









Figuring prominently in the 41st annual convention will be (l. to r.): President Fred M. Sutter of Columbus, Ind., Executive Vice-President Frederick J. Bell, Director of Convention Walter M. Kiplinger and Charles

B. Tutan, Douge-Plymouth dealer of Miami, who is chairman of the program committee. NADA last convened in Miami in 1954, with two days of freezing and two days of warmth. Attendance may exceed 10,000.

Service Experts to Address NADA

PROMINENT figures in the service field will be among the speakers at the 41st annual convention of the National Automobile Dealers Association at Miami Beach Jan. 11-15.

Some well-known Southern authorities on selling cars will also appear before the approximately 10,000 dealers, their wives and guests expected to attend.

Philip B. "Phil" Hopkins, director of service development and training, Chrysler Corp., will address the service session Jan. 12. Service discussions will be held Jan. 11 and 12 in conjunction with the 11th annual NADA equipment exhibition, which will include displays by around 100 companies serving car dealers.

John H. Lander, Dodge-Plymouth dealer of Atlanta and the NADA director from Georgia; John Williamson of Birmingham, Ala., formerly manager for a dealership there and now a sales consultant, and Charles A. Klaus, director and vice-president in charge of sales of Maremont Automotive Products, Inc., Chicago, will be among the other speakers at the service clin-

Attendance at the NADA conventions in the East are usually flavored heavily by members from the Southeast.

Speakers on the convention busi-

ness program, which will run from Monday, Jan. 13, through Wednesday, Jan. 15, will include Capt. Eddie Rickenbacker, chairman of the board of Eastern Air Lines and an aviation hero; Wallace B. Spielman, president of J. B. E. Olson Corp., whose subject will be "Is Truck Selling a Sideshow, a Battle Royal, a Necessary Evil or a Real Business?" and Roland R. Postel, district regional manager of the

Bureau of Advertising, American Newspaper Publishers Association, who will talk on "The Power of Positive Advertising."

William E. "Bill" Holler, one of the most popular figures in the automotive world and now residing at Mount Dora, near Orlando, Fla., after having chalked up a big career as a salesman heading up Chevrolet's sales some years ago,

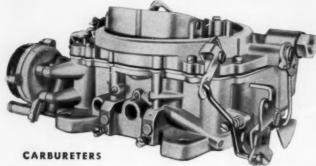
(Continued on page 96)

Circle indicates Miami Beach's \$2,000,000 Municipal Auditorium, where convention sessions and exhibition will be held. In foreground is the resort's ocean "Gold Coast," with Biscayne Bay shown in background.

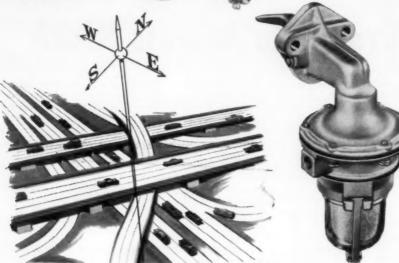


For the fastest-selling line of all

count CARTER



MODERN **FUEL SYSTEMS**



What a great, constantly-growing market CARTER creates for you! A leading manufacturer of complete, modern automotive fuel systems . . . millions of cars on the road today are factoryequipped with CARTER Carbureters, Fuel Pumps, Fuel Filters. And the same CARTER products are the popular choice for service.

Here's a tremendous business opportunity for you. A market with built-in acceptance that makes all roads lead to you...when you stock and sell CARTER! See your CARTER Supplier for complete details.



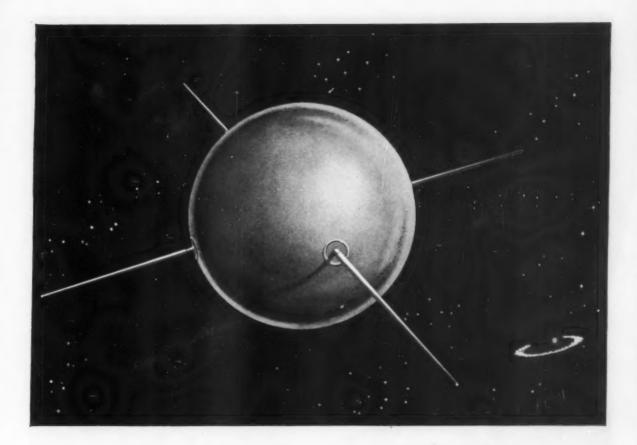
FUEL FILTERS

CARTER

DIVISION OF

INCORPORATED

ST. LOUIS 7, MISSOURI



a tip to satellite builders

We haven't run a rocket ship test to prove it, but we'll bet our last space helmet that a shower of meteors wouldn't even make a dent in Sputnik if its designers had known about BONDO, America's foremost plastic fiberglass filler. Whether it's used on a man-made moon or a modern auto body, you can count on BONDO's toughness to defy rust, rot, corrosion, mildew and any kind of weather. And no matter what the

size of the hole you're repairing, you get the same super-sonic speed with BONDO's jet-action hardening. Here's another down-to-earth reason to get BONDO today...now, new T-100, built-in lubricant makes it easier than ever to use. Try it yourself...and you won't have to watch the skies for heavenly bodies...you'll be too busy turning them out in your own shop.

BONDO DIVISION
JAYCEE CHEMICAL CORP.
Northford • Connecticut



PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE

OVERHANGING

CONTACT

4

MOLDED SOFT

WELDED CONNECTION

MOLDED NYLON

- INSULATOR

REGULATORS GIVE IMPROVED ALL-WEATHER PERFORMANCE

Better electrical performance and greater dependability in any weather are important user benefits found in Delco-Remy's waterproof standard generator regulators, now available for general replacement use.

And here are the features that make them the *right* regulators for millions of Delco-Remy equipped cars and trucks.

- New overhanging one-piece formed-steel cover and mating base shed road splash... convenient attaching screws are *outside* the enclosed area. Molded soft rubber gasket seals out harmful oil and water vapors.
- Integral sleeves of molded nylon insulator form permanent seal around rivets—assure watertight base.
- New, longer, more flexible armature contact spring on voltage regulator unit assures more positive closing of contact points for smoother operation.
- Welded electrical connections, and highest quality tungsten and non-tarnishing precious metal contact points, assure minimum resistance, maximum durability.
- Special fine thread screw-type controls allow easy, highly accurate adjustment of all three units.

Always replace with Delco-Remy waterproof regulators when you service Delco-Remy equipped cars and trucks. These improved regulators, built to highest quality standards by the original equipment manufacturer, are available from your car or truck dealer or the United Motors System.

DELCO-REMY . DIVISION OF GENERAL MOTORS . ANDERSON; INDIANA



GENERAL MOTORS LEADS THE WAY-STARTING WITH

Delco-Remy

meet Jenny...

She appears on all posters, check charts and folders to help sell your steam cleaning service.

Jenny

opens up new profit opportunities



Provides additional car service



Promotes fleet maintenance business



Adds sales appeal to used cars



Cleans your place of business

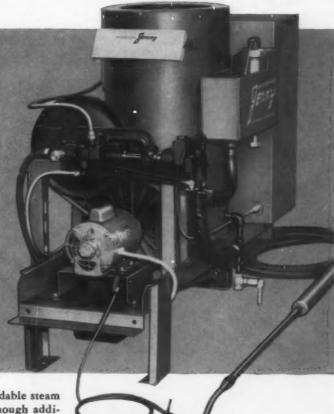
THE NEW "750" HYPRESSURE JENNY AT \$495

Pays for itself in LESS than 2 months

- Automatic Ignition
- Instant Steaming
- Delivers 75 Gallons per Hour at Any Working Pressure
- Fully Guaranteed
- Trade-Ins Accepted

SERIES "750"

Jenny
STEAM CLEANE



The "750" Jenny is the most powerful, dependable steam cleaner in the low-priced field. It produces enough additional income to pay for itself in less than two months when used only one hour a day!

Here are only a few of the sources of extra business that bring you an average profit of \$12 per hour from your Jenny—cleaning engines by the revolutionary Jenolizing process, cleaning white side-wall tires, cleaning for undercoating and doing contract cleaning for fleet operators and used car dealers. Send for details now!



HOMESTEAD VALVE MANUFACTURING COMPANY

Hypressure Jenny Division . Coraopolis, Pa.

Please send me additional information on the Model "750" Hypressure Jenny Steam Cleaner and the Jenolizing process.

I am interested in:

☐ Time Payments ☐ Trade-In

Name

Street

City Zone State

made for the job

- saves you time in installation
- saves customers trouble in use

You'll find that BCA ball bearings are right for both you and your customers... for wheel, generator, transmission, clutch and differential bearing installations. BCA has specialized for over 50 years in ball bearings for automotive applications. BCA ball bearings are widely used as original equipment and are generally preferred for replacement use in cars, trucks, buses, agricultural and off-the-highway equipment.

Ease of installation and performance that makes satisfied customers are always assured when you use BCA. Insist on BCA ball bearings. They're immediately available from your automotive jobber.







Now! A Smap-on **Tool Chest** mbled to 52" HIGH New Changeable Drawer Combination

KR-58 Tool Chest \$58.95* 26" x 12" x 14" high

\$17.10° down



\$3.45 per week

Snap-on KR-360 Triple-Unit Tool Cabinet

This new Snap-on tool chest with changeable drawer combination actually lets you design your own tool chest. You can select all deep drawers, all shallow drawers or a combination of deep, shallow, and medium-depth drawers - get just the right combination for your own particular tools. And you can make future changes to fit your needs.

KR-421 Drawer Section \$31.65* 26" x 12" x 8" high



KR-352 Roll Cab \$74.50 26 1/4" x 18" x 30" high



*Slight variation in price depending on drawer selection.
All prices subject to change without notice.

Get it now on Snap-on's easy payment plan

You can get the new chest, new drawer section and the roll cab individually, as a complete unit, or in any two-way combination. Any or all are yours on Snap-on's easy payments. Ask your Snap-on man for full details.

The new Snap-on drawer section is also available with the changeable drawer feature. Two shallow drawers can be substituted for the deep drawer or a deep drawer substituted for the two shallow drawers.

The Snap-on roll cab gives you a tool chest on wheels. And you get all the built-in quality of Snap-on chests - heavy-gauge electrically welded steel, closely spaced spot welds, extra-strong internal bracing and supports. All drawers are non-sag, non-spill, easy-running units with full-width, roll-type pulls for easy opening from any angle.



SOUTHERN AUTOMOTIVE JOURNAL for December 1957

Want more facts? Use Reader Service Card Page 78



AC announces <u>new</u> flexible gasoline line assortment with merchandising rack



GL43 GL57 GL59 GL106 GL51 GL09 GL82 GL115 GL109 GL70 GL113 GL32 GL41 GL110 GL76



Assortment covers:

OLDSMOBILE • PONTIAC

practically all other American cars

YOUR COST... \$1536 (Rack Free)

Your profit on sales of lines ... $$10^{22}$

Includes

15 fast moving types— 21 lines in all plus this attractive wall rack FREE!

Another fine assist for you from AC . . . the FM-33 Merchandiser Assortment which covers the bulk of the market and includes a handy, handsome wall rack for line storage.

The sturdy, steel rack, finished in attractive, high-luster AC colors, provides easy-access storage for the 21 AC Gasoline Lines included in the assortment, plus additional storage slots for other lines.

CALL YOUR REGULAR



Watch Walt Disney Studios' ZORRO every week on ABC-TV



THE ELECTRONICS DIVISION OF GENERAL MOTORS

OF THE MONTH!

FORDEALERS

AC presents the <u>new</u> eight-pack spark plug display cabinet at only \$4⁶⁰



· COMPACT · ORNAMENTAL

Heavy, Clear Plastic Door
 Built-in Hasp for Padlock
 For Shelf or Counter
 Piano-Type Hinging
 Heavy Steel
 Construction
 Shipping Weight
 12-lbs.

· Finished in Blue, Red and White

Here's just what you need for spectacular display of the new AC Eight-Packs. This handsome, ruggedly built, heavygauge steel cabinet, with transparent plastic door, holds 36 Eight-Packs—a total of 288 AC Spark Plugs.

Easy to check stock

The attractive heavy transparent plastic door makes quick stock checking easy. Packages are always neat, clean—and there when authorized personnel need them. The door is pianohinged at bottom, strongly overlaps the steel cabinet sides, and has hasp equipment for padlocking. Door is decorated with colorful embossed plug and flash design.

Holds 36 Eight-Packs

(a total of 288 plugs)

This cabinet fits easily on shelf or counter, has generous capacity, includes clip-slot under top for AC Spark Plug Applications Chart, sent with cabinet.

It's a selling display piece, too. On the top, as shown, is a foldup steel message plate identifying and selling the product. Ask your AC Supplier about this low-cost cabinet.

ORDER YOURS NOW FROM YOUR



SUPPLIER



SELLING SLANTS

MONEY-MAKING FACTS



NOW you can test and sell new AC Air Cleaner Elements with the flip of a switch!

The paper air cleaner market potential is growing daily by leaps and bounds. More than 40% of all 1957 cars are so equipped and many of these paper air cleaners already need replacement.

The new Model M, AC Air Cleaner Tester is your answer. With the flip of a switch, you can demonstrate to the customer how clogged air cleaners reduce air passage efficiency and increase operating costs.

Another important point: this new tester is completely portable; use it anywhere ... service area ... pump island ... or in the lube bay.

Pays for itself quickly!

A recommended fifty cent service charge for testing elements—an average profit of \$1.70 per element sold—lets you recover the \$39.95 cost of this equipment in a hurry! In fact, it pays for itself many times over, making sales on its own, by giving a buyer visual proof of need. Order yours at once from your AC supplier.

SPECIFICATIONS—AC Air Cleaner, Model M—29" high, base, 23½" in diameter. Plugs into any conventional 110-volt AC outlet.

No air compressor required. Rugged metal construction with easy-to-read, calibrated scale. Shows whether element is clean, partially clogged or needs immediate replacement.

Shipping weight 26-lbs.

ORDER TODAY FROM YOUR



OF THE MONTH!

Two big reasons why . . .

Profit-minded dealers everywhere now sell AC Filler Caps



FM-19 Tester

2. THE AC CABINET MERCHANDISER ASSORTMENT

Just what the doctor ordered for the average service station . . . a husky, all-steel cabinet in handsome AC red and blue colors, to keep your cap stocks organized and available. Plus . . . an assortment of 57 fast moving, high quality AC Radiator Pressure and Gasoline Caps, 17 types in all, that cover most of the market.

Your cost for the complete deal - \$3133

Your Profit on the sale of the caps = \$1497

1. THE AC PRESSURE CAP AND COOLING SYSTEM TESTER

Faulty cooling systems and "tired" pressure caps that can't hold their rated pressures often contribute to poor engine performance. Unfortunately, many times, your brand of gasoline might get the blame.

That's one reason why AC developed this low cost tester . . . to help you locate and quickly correct cooling-system troubles. Dealers say the AC Tester is one of the best \$10 investments they've ever made.

And here's a seasonal tip. Now's the smart time to buy your AC Tester, because the only sure way you can guarantee your customers' all winter anti-freeze protection is to give every cooling system a complete check.



FM-13 Merchandiser

Watch Walt Disney Studios' ZORRO every week on ABC-TV



AC THE ELECTRONICS DIVISION OF GENERAL MOTORS

12 reasons why VMC ARMATURES

are used in making

the best replacement generators!

- 1 VMC...best of all replacement armatures ... are wound with Ventilated Matched Coils to meet original specifications.
- Coils are wound with no tension strain on the wire and no damage to wire insulation.
- All ventilated matched coil armatures are made to meet original factory specifications of wire size, number of turns, appearance and performance.
- 4 Cores must have proper length of laminations and be properly spaced with commutator on shaft.
- 5 Proper shaft size with clean threads is used exclusively.
- 6 Select cores are insulated with extra heavy duty, high voltage test, slot insulation and tough fibre end laminations.
- 7 Mechanical and electrical balance are achieved by 14 preformed ventilated matched coils.
- 8 Corrosion resistant soldering flux is used to prevent high resistance.
- **9** Bakelite Type Varnish is used to absolutely bind every wire in permanent position . . . No scuffing of insulation is possible.
- 10 Commutators are precision turned and undercut to eliminate excessive brush arcing and wear.
- 11 All armatures are chemically treated to prevent rust and corrosion.
- 12 Ample power for any load is assured with VMC armatures by systematic inspection and exacting tests.

KNOW WHAT YOU BUY, BUY WHAT YOU KNOW

—and BUY

Through YOUR JOBBER



THE VMC SYSTEM

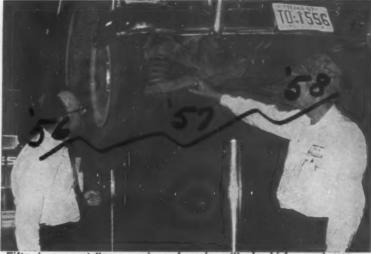
FACTORY METHOD RECONDITIONING

ATLANTA 18. GEORGIA

SOUTHERN **AUTOMOTIVE JOURNAL**

DECEMBER 1957

Better training of the service salesmen and installing more modern equipment have brought more business in some shops, survey reveals



Fifty-six per cent figure repairs and service will edge higher next

'58 to Lift Shop Volume

SHOP volume has been up this year for two-thirds of the reyear for two-thirds of the re-Editor porting garages and car dealerships and they're generally looking for

continued good service sales next vear.

Answers to a questionnaire mailed to 400 franchised car dealers and to 400 independent garage operators over the South and Southwest last month showed:

Sixty-seven per cent have experienced a rise in shop volume this year, ranging from a few percentage points above the same period of 1956 to a healthy onethird. Increases were enjoyed by both garages and dealer shops, although the fast-rising percentage of newer cars has eaten into the business of some garages particularly and, to a lesser degree, that of the dealers.

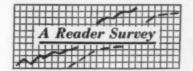
The shop volume outlook for this entire calendar year is expected to be higher than last year, said 68% of the respondents. (Eleven per cent figured their volume would be the same and 21% figured it would be lower.)

Fifty-six per cent said they anticipated that shop volume would be up next year from the 1957 level. Thirty-one per cent said they looked for the same amount and 13% predicted a downturn.

While 67% had recorded higher service business this year, 20% By BILL HERBERT

found their volume equaling the same ten months of 1956; 13% went through a decline.

Rising overhead - something which has been about as common as butter and bread this yearwas reflected by the fact that many operators have raised their customer labor rates this year, usually 50c an hour. Thirty-two per cent said they were planning to hike their rates very soon. Many of the



latter last lifted their charges two or three years ago.

Sixty-eight per cent said they planned no raise, but in a good many instances these firms had kicked up their charges within the last 12 months.

Lowest hourly rate was \$1.75, reported by D. J. Parker of Central Garage, Lee Hall, Va., who planned no raise and who explained his decline of ten per cent in volume as due to his shop being "close to three military camps and most soldiers and sailors have new

cars that don't require as much repairs.'

Highest rate was \$5, being usually in metropolitan areas over the Southland. Some of the larger cities with \$4 and \$4.50 scales were planning to go to \$5 before or by the year's end.

Sizable gains in shop volume were explained by some managements as attributable to installing modern equipment, better training of service salesmen and expanding into larger quarters.

"Tight money" and its partner—credit tightening by the shop operator-were blamed for the drops in some cases.

R. S. Lincoln, president of Reliable Chevrolet, Meridian, Miss.,

"New location with ample room has changed both parts and service sales to higher level."

His volume this year is up 35% and he figured this would hold true for the entire year. Volume next year should exceed 1957's by ten per cent, he calculated. His labor scale is \$4.

A Texas garageman who asked that his name not be used commented:

"My labor volume is up this year but parts sales are off quite a bit. There is a lot of sales resistance to the increased prices of parts.

"There is a lot of shopping being done by my customers on such items as tires and batteries.

"This is a cotton-farming country and three bad crops in a row due to drought and floods this year cut a big hole in our net profits. This also accounts for our cheap labor rate of \$2."

But a Texan in another area said his volume was up 7½% and he looked for the same repair sales in 1958 as '57.

A garage along Coastal Georgia added an automatic transmission shop and over-all volume in the shop skyrocketed 30%. Sales next year should rise 25% above this year, the owner forecasted.

"Increase in cars and maintenance" accounted for the ten per cent climb in shop volume at one Texas garage whose labor scale of \$4 has been in effect since 1954 (and no change is planned). Volume for the year should total 12% increase and it should be six per cent next year over '57, the owner said.

Charles M. Pearre of Pearre Motor Co. (Chrysler-Plymouth-Imperial-GMC truck), Weslaco, Texas, reported an upturn of 27% in shop volume and he figured the whole year would see a rise of 30% and that 1958 would bring a climb of 15% over 1957's figure.

"Our new- and used-car sales are up 130% over 1956. We added GMC truck in February of this year," he said.

Air conditioning, installed in the field or serviced later after factory installations, has been a shot in the arm for some operators. Fred F. Burke reported 10.1% higher volume in the shop at Lewis Boggus Motors, Inc. (Ford), Corpus Christi, Texas, and said his company had increased facilities for air-conditioning service.

"We have improved the truck shop's facilities and installed a frame machine in the body shop," he added.

His mechanical rate is \$4.50 for passenger cars and \$5 for F500 through F900 trucks. His year should wind up with a gain of nine per cent over 1956 and the '58 volume should equal 1957's, he figured.

An Oklahoma Pontiac dealer said his volume was the same this year as last and that he expected to wind up 1957 below '56, but "we are getting into air conditioning, both installation and service."

"High interest and low wages" were blamed by T. J. Lawrence of Lawrence Wheel & Brake Service, Albemarle, N. C., for his 25% drop. The year will run 30% under 1956 and '58 looks like it will be 40% off, he said. His rate is \$2 an hour.

A Chevrolet dealer in a small Louisiana town said his volume was down ten per cent and he expected to close the entire year 20% below '56. The approaching new year "looks slow," he said. His labor rate of \$3 has been effective since 1955 and no upward revision is in sight.

A Texas Chevrolet dealer said his 16% rise in shop volume was due to "more repair orders and more labor per repair order. Next year should be five per cent above," he said.

Robert W. Johnston reported volume up 24% at Darby Buick, Inc., Sarasota, Fla., due to "increase in population in this area and more painting and body work." The year should run 25% above 1956 and '58 should exceed the '57 total by 15%, he said. His labor rate is \$4.

George P. Smith said the shop volume at Smith Motor Co. (Oldsmobile), South Boston, Va., was the same this year as last and he foresaw no change next year. "Profits are down," he commented. The labor charge of \$3.50 took effect last Jan. 1.

Automatic transmission service helped maintain the volume at Carl Smith Motors and C. S. Motor Service, Fallston, N.C., reported Carl Smith. Mechanical repairs were down 20% and the body shop was up 30%. Next year should run ten per cent higher, just as this year should, said this used-car dealer and shop operator, whose rate is \$3 an hour in his rural area.

New-Car Sales Helped

A metropolitan Virginia dealer said his volume was up ten per cent due to "numerous new-car sales in our zone of operation." He calculated his volume would run 12% for the year and that '58 would exceed '57 by ten per cent. His rate of \$5 an hour took effect Oct. 1.

Eugene Sisk reported volume up 25% at Sisk Motor Co. (Dodge-Plymouth-Rambler), Hopkinsville, Ky., attributable to "more cars on the road, plus more effort to bring them in." Volume next year should beat 1957's by ten per cent, he figured. His labor rate of \$4 has been in effect two years.

Phillips Motors Co. (Ford), Blytheville, Ark., reported the same volume as last year and added:

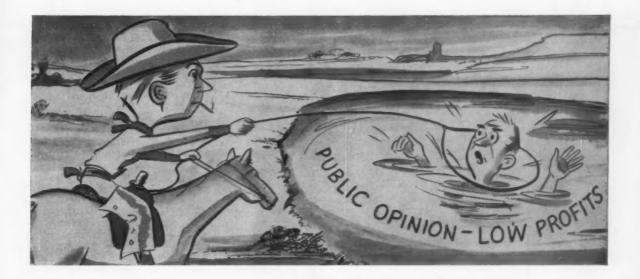
"Individual owner purchased 20% less service in 1957, but larger number of owners kept volume of sales the same."

Shop volume next year should run ten per cent under '57's, it was estimated. The \$4 labor rate there became effective the first of this year.

A Wichita, Kan., dealer said his volume was up one per cent and reported "improved techniques in selling by service salesmen."
Volume should be up five per cent next year over 1957, he said. The \$4.50 an hour charge there has

(Continued on page 68)





A Plan to "Rescue" Dealers

Hearing all of the different programs (to achieve territory security) discussed day in and day out causes me to suggest a plan that, for the sake of having a name, I will title the FDC Plan, or the Factory - Dealer - Consumer Plan, which certainly is not original with me, and its adoption would mean a terrific amount of work and much patience, but it appears to

be the only logical approach.

Any of us will agree that, in the end, public opinion will govern our destiny and therefore this plan is headed in the direction of attempting to create new and better public relations which I believe would eventually iron out all of the questions involved and place our industry back on a dignified and respectable basis.

I suggest the first thing that must be done is for NADA and the factories sit down together and work out and mutually agree on a code of ethics or a quality dealer program. The facets of this code By DEAN CHAFFIN

First Vice-President
National Automobile Dealers
Association

Plans proposed by NADA, ADSA and some others to give dealers territory security are questionable from a legal standpoint, according to this Bozeman, Mont., dealer, who has been a Chevrolet dealer for more than 25 years and also sells Buick. Here is his own proposal advanced in an address before the annual convention of the Mississippi Automobile Dealers Association at Biloxi Nov. 5, from which these excerpts were taken. He has served five terms in the Montana legislature and part of that time was speaker of the house. He's also a past president of the Montana state chamber of commerce.

could be few in number but must provide for the correction of the many ills of our business, and, when finally perfected, it should be included in both the factory franchise and the membership requirements of NADA.

If this approach was made in the proper spirit by both factory and NADA wherein the dealer who would not subscribe to this code would automatically disqualify himself as a dealer or an NADA member, we would be heading toward the attainment of a quality dealer program.

Such a plan would in no way interfere with the other qualifications required by the factory and would provide a screening process whereby the dealers they authorized would be a legitimate and dignified group of businessmen. The same would be true of the members of NADA, and I think we have reached the time when we havel reached the time when we should be more interested in quality than in numbers and make the NADA emblem mean something to

(Continued on page 70)

Advanced here is admittedly no brand-new plan to elevate the franchised dealer in the eyes of the public. It's particularly important, though, because it's the opinion of this veteran dealer who is expected to become president of the 25,000-member. National Automobile Dealers Association at Miami Beich next month. NADA itself sought to build an adfund to promote something like the proposal here, but this plan was abandoned after relatively few franchise holders contributed financially to it several years ago and money was refunded.

Let's All Try "Quality Control"

Comebacks slash heavily into your profits. Why not, asks Ed Lowery, plug up the leaks and satisfy customers also?

By E. M. LOWERY

Technical Editor
and Director of Service at Lander Motors, Inc. (Dodge-Plymouth)
Atlanta, Ga.

talked more by the factories this year than ever before. There remains, however, a big job for all us service managers and garage operators to do in order to build bigger volume—and profitably.

Bigger volume and mounting profits are bound to come if we all accent Quality Control in the shops, as pleased customers—those who experience fewer annoying comebacks—will bring back their cars and be better prospects for suggested repairs and services. Is anyone prepared to say that this won't build a bigger mound of profits for all of us?

The 1958 models have all been introduced and enthusiastically received. Everyone says, "They are great." Now our job is to sell and service them, and that is a sizable job.

Either of these jobs can be made easier through better Quality Control by both the manufacturer and the shop operator.

The manufacturer, by exercising better quality control over both material and workmanship, will be assured that a more salable vehicle will reach the dealer; this should make better satisfied dealers and owners. The saving in warranty claims would be tremendous.

Why should it be necessary to perform major repair jobs on new vehicles before they reach what should be the proud new-car owners? Much of that pride of ownership is lost when they learn that the engine or some other unit had to be repaired before the cars could be delivered.

There is far too much of this and each case is caused by carelessness on the part of the assemblyman.

Most manufacturers have quality control committees composed of the director of service, production manager and all department heads. Usually such committees meet every two weeks to discuss reports which are sent in from the service "field" force. These committees should find some way to impress should find some way to impress should find some way to impress to the to some value for the dollars they spend for their product.

The best in quality control at the factory is not the complete answer; it must extend throughout the industry, including the dealer's

service department.

Most dealers attend sales clinics or conferences, both at factory and field level, many times each year. But about the only service conference attended is the National Automobile Dealers Association service sessions held during their

annual convention, as will be conducted Jan. 11 and 12 at Miami Beach.

During these sessions experts in their field, both from factories and dealers, discuss proven methods for better service operation and quality control in the shop. More dealers should attend these meetings and all should relay the information to their service departments.

How will better quality control help the dealer? First, by doing a high-quality pre-delivery service job on the new vehicle. This will make better satisfied owners and reduce "free" work at low mileage. (This cannot be accomplished by just washing and greasing.)

Regardless of how well the vehicles are assembled, there are certain service operations that should be performed before delivery to the owner. These operations are listed on forms supplied by the manufacturer, and when the work is correctly performed and checked on the form, a copy should be given to the owner. This gives added assurance that his car has been properly serviced.

Although many shop operators have constructed new service facilities in recent years, most of their shops are overcrowded today.

Factories say they have taken measures to trim complaints of troubles from new-car owners. If so, suggests this "vet" of the shop, seize the ball and work to raise your gang's efficiency.

Much of this traffic is caused by lack of quality pre-delivery service and lack of quality workmanship on the part of the mechanic. It requires as much time and space to process a "re-check" as it does an original job.

Just as it requires high-quality scientific testing equipment to service today's vehicles, it also requires highly-skilled, top-quality

workmanship.

The shop operator, by tightening up on his quality control program, can eliminate much of the cause of "re-checks" and other unnecessary visits to the shop. "Free

(Continued on page 58)

Pushing Car Sales by Pushing a Plan





Above: A top salesman, Mervil Hardy, studies his record. He's a member of Chevrolet's 100-Car Club.

Left: Dealer William M. Battaile confers often with salesmen on their records. Here he congratulates Hardy on his excellent record.

By DEL M. SEWELL

Assistant to the Owner, B and M Chevrolet Sales Co. (Chevrolet-Cadillac) Winchester, Va.

WE HAVE a sales force today as keen in driving for the best profit deal on a car as we have ever had. They are as profit-conscious on every car and truck they sell as management.

They take a greater interest in sales, are happier when they close a more successful deal, and spend no time casting their eyes about for greener meadows at some other dealership.

Our staff of ten likes our profitsharing plan too well. So do we. We've increased our gross profit by at least 30% per deal since we introduced this new approach to car sales.

We had been getting ample volume on new- and used-car and -truck sales a few years ago, but when the deal finally washed out, we found we had little profit to show. Our salesmen were on straight salary and there seemed to be a tendency to put through any deal to make a sale.

Our dealer, William M. Battaile, was convinced that only a profit-incentive tie-in would solve our problem. After some study and deliberation, he devised a profit-sharing plan for salesmen that is getting us the best deals we have ever had. Word of its success has

spread and we have had metropolitan dealers inquire about it and visit us to discuss it.

In order to provide more incentive for higher profit deals, each salesman is on a small draw of \$40. He gets 5% of the difference in a used-car deal. For instance, if he sells a \$1,000 used car and has a trade-in of \$500, he gets 5% of \$500 — the difference between the trade-in and used car sold. Regardless of sale price he gets \$10 minimum on any used-car or -truck sale. If he sells a trade-in for \$50, he still gets his \$10.

On new-car and new-truck sales a salesman gets 20% of the net profit made on the deal. If there is a \$300 profit, his take is \$60. Since the plan is based on net profit, all commissions are paid after the new-car sale has been completely washed out. He gets a minimum of \$25 even if we lose money on the car sale. His \$25 is paid at the end of the month in which the car was sold. The remainder is paid at the end of the month in which the deal is washed out.

Under the plan each salesman has a new-car demonstrator furnished free. In addition he receives \$20 a month for gasoline and service allowance covering items like lubrication. Furthermore, all repairs are paid for by the company.

The incentive plan has brought our three top salesmen annual earnings of \$7,000. Average earnings amount to \$6,000 a year. Contrast this with the \$5,000 yearly earnings under the old plan and it is understandable why our salesmen today are personally interested in putting through the highest profit deal they can make. If a salesman can get an extra \$100 on a deal, there's an extra \$20 in it for him.

Our used-car manager, a former salesman with us under the old plan, is on a fixed salary plus 1% of the difference on all used-car and -truck sales. Working closely with our ten salesmen for effecting most worthwhile deals is our hard-hitting and indefatigable sales manager, M. E. "Red" Royston, Jr. He is paid by fixed salary, receiving in addition a certain percentage of the net profit of over-all sales.

Since the introduction of our profit-sharing plan for salesmen in '51, there is hardly a month that we do not have applicants for em-

(Continued on page 63)



Kids can play, parents can watch TV in air-conditioned lounge-or sit in chairs under roof at right and watch repairs.

Modernizing Muffler, Brake Jobs

By Hal M. Newsome



The overhanging roof adds to the comfort of this waiting room in sunny Miami.

MODERN facilities for handling customers and their kids as well as their cars were included in the erection of the first of what is planned as a series of specialized muffler and brake shops over Florida.

Seated in comfortable chairs in front of TV in an air-conditioned lounge, parents can watch their children enjoying a modern play yard directly in front of the shop as the elders' cars are being serviced.

The facility opened at Miami last month by Sydney Kandel and Nat Furman can service 32 cars at one time, accommodating ten jobs over the muffler pits and 22 in the brake department.

The company expects to build about a dozen of these steel-and-





Here're the top and bottom story on how muffler jobs are run through rapidly. Pits connect underneath.

concrete stations throughout Florida to service all makes of cars in a specialized volume operation guaranteeing accurate work on mufflers and brakes, and later on front-end jobs and air-conditioning sales and repairs.

The modern floodlighted plant, complete with labor-saving precision equipment, has done away with any greasy nutbusting appearance, and is drawing an impressive amount of business from the 2,000 cars per hour that pass the location.

With 155' frontage and about 10,-000 square feet of enclosed or covered working space, accommodating 35 mechanics and lathe men, the whole plant is laid out to streamline car movement and repair operations with minimum delay. With all trained personnel, skilled machine shop operators and separate managers for each department, fast and accurate jobs can be turned out at minimum cost and fully guaranteed. A muffler assembly can be replaced in 15 minutes; a complete brake overhaul, including cylinders, in an hour and ten minutes-15 minutes extra for master cylinder; two hours for complete power brakes.

The operation will be supported by a "saturation point" campaign

Zip! and a mean job is made easier.

of TV, radio and newspaper advertising, also by floodlighting the play yard and entire building at night. The station's boast is that they can mufflerize or repair the brakes of "any car on the road," and do it fast and well at competitive prices or under. They believe they will carry the largest stock of brake and muffler parts in the area, with 2,000 square feet of storage space on the second floor of the main building. They also offer about 8,000 square feet of parking and maneuvering space

for customers' cars.

An outstanding feature of the muffler operation is the large covered 40' by 50' pit in one complete unit under the five individual steel runways for cars. This type of pit not only provides more elbow, tool and parts-maneuvering space but permits men and equipment to move freely underneath from one pit and car to another. It also affords better ventilation of fumes, which are additionally cleared by fans. Cars can be run on or off the runways from either end. Access lanes are always open.

Each runway is 40' long, providing ample space for handling tailpipes between two cars on each unit. There will be one mechanic to each of the ten pit spaces, with lights every ten feet and also individual oxygen and acetylene pipe connections for cutting torches from a central system. Ten impact wrenches and ten power drills are provided, as are five 11/2-ton power jacks. Free inspection can be given to any muffler system in five minutes, including "run-onand-off" time. Lloyd MacDonald is the muffler superintendent.

The covered brake service area of 3,800 square feet can handle 22 cars simultaneously, with 20 (Continued on page 58)

No selling from an "empty wagon" here!

These lathes are ready for this volume operation.





Station Operator Wallace Klare, left, listens intently to this customer's complaint about a missing engine before suggesting electronic analysis on his new equipment. The machine, he asserts, more often than not reveals hidden trouble which probably would have escaped his notice.



Klare is pleased whenever a customer, like this man on his left, decides to stick around and watch the intricacies involved in the electronic analysis of a troublesome engine. He makes it a point carefully to explain each machine test and how the engine measures up.

This piece of electronic equipment being used by one of Klare's mechanics was responsible for doubling his weekly tune-ups during a four-month period, at the same time trebling his parts sales. Klare's tune-up volume presently amounts to about 10% of his over-all repair gross.



Doubling Tune-Up Turnover

By WALLACE B. KLARE Owner, Towson Park Esso Towson, Md.

THERE'S many a station operator who takes a look at volume on tune-up service and tells himself that he can't do any better.

There are, after all, only so many hours in a day, operating costs are high and the station's working at capacity now. He figures it takes time to trouble-shoot analytically with good results.

Even if the mechanics beat flatrate, a thoroughly efficient job the kind that makes people drop back to tell you they can't remember when their cars were running so smoothly—takes time to do. What about the engine miss you put time into and can't lick?

But there is a way. I used to think we couldn't handle more than five tune-ups a week. Now we average 12, and have hit peaks of 22 tune-ups weekly during June and July. We more than doubled tune - up volume within four months.

What made the difference was installing the latest electronic equipment. The before and after pictures changed so drastically that I have since informed other operators how excellent a merchandiser a good machine can be. Accompanying the 100% tune-up gain was a trebled parts volume, exclusive of points and condensers. Tune-up volume is now about 10% of over-all repair gross. We have a station located at the fastest growing end of Baltimore grossing \$25,000 a month.

Any gas station considering the addition of tune-up analyzing equipment should appraise factory instruction and service very critically.

A manufacturer that offers good (Continued on page 66)



Manager Yarbrough and Bible centered among popular magazines in waiting room. Note TV set and hobby horse for children. The two sides of the room not shown are lined with comfortable seats.

Bible "Rates" in This Showroom

BECAUSE people like to read it, the Holy Bible occupies center By Baron Creager Southwestern Editor position on a table containing various types of reading matter for

Ford dealership in Prescott, Ark. Manager R. F. Yarbrough put the Bible there because he thinks it is good reading, and the kind of reading that people should have. Yet Yarbrough is not a zealot in the matter of religion.

customers of the Prescott Motors,

"I am a Methodist," he said, "and I go to church. But I must say that I am not what I would classify as a real good church member.

"However, I think the Bible is excellent reading and I think more people should read more of the Bible. Not that I put the Bible in our waiting room to induce, or force, more people to read it. They can take it or leave it.

"Nevertheless, I do know that the Bible is very popular as regular

reading for many people of this vicinity, at least among our customers. You would really be surprised to observe how many people, while waiting for a car to be repaired, make the Bible their first choice for something to read."

Yarbrough looked around Prescott for a Bible of suitable print and content, but couldn't find just what he wanted. By content is meant supplemental printing in the form of explanations. Finally, a salesman came through Prescott with the right type of Bible and Yarbrough bought it.

This one is oversized, in dimensions as can be seen, and in print and supplemental content.

Yarbrough agreed that in a specific survey of automobile dealer-

ships, it is possible a Bible might be found in one out of 1,000 dealerships. There are many unusual ideas in many dealerships. But these ideas concern sales or operations. Anyone visiting a large number of dealerships knows that the idea of a Bible, supplied along with other waiting-room reading, is singular indeed.

Yarbrough's hobby is fishing. Although he didn't say so, perhaps that is why he is not a real good

church member.

At every opportunity, even after closing hours in the long summer days, he collects his young son and wife and goes fishing. At the time he posed for his picture with the Bible, he was trying to sell Mrs. Yarbrough one of two ideas:

1.-Get a station wagon.

2.-Buy a discarded school bus, fit it for eating and sleeping on (Continued on page 75)

50-year-old Texas dealership reveals why its

30-Year-Service Men Are Numerous

The fact that Houston's Mosehart & Keller Automobile Co. originated as a combination blacksmith shop and carriage dealership back in 1891 is attractively played up on this poster which, prominently displayed on the main sales floor, reminds prospects of the company's integrity.

First Home of The

By Ruel McDaniel

M OSEHART & Keller Automobile Co, of Houston, Texas, not only is the oldest Studebaker dealership in the nation and possibly the oldest dealer of any kind to have handled the same automobile for more than 50 years, but may be one of the most substantial and prosperous dealer setups in the Southwest.

Actually, the concern originated in 1891 when H. C. Mosehart and P. D. Keller opened a combination blacksmith shop and carriage dealership in Houston. Around its history hangs a story of why so many of its employes are in the 30-year or higher service bracket.

The partners looked upon the advent of the automobile with comparatively little concern, for they reasoned that it could never take the place of the carriage and buggy. However, in 1907 they decided that if there was to be a demand for the "horseless carriage," they might as well get in on it. So they formed a separate company for the car dealership, not wanting to risk their carriage business in the venture.

In the meantime, a young man came down to Texas from Minnesota looking for a job, and he applied to Mosehart & Keller for the position of bookkeeper for the carriage dealership and blacksmith shop. By the time the car dealership came into being in 1907, young H. D. Schleeter, the bookkeeper, had advanced to office manager and the owners of the fledgling car dealership tapped him as manager when the new corporation was formed in 1907.

"You see what you can do with it," Mosehart grumbled. "We don't want to get mixed up in it and spoil our carriage business. For certain, these horseless carriages will never replace the horse..."

Eventually Schleeter bought the

automobile company from the owners, who still were skeptical about the future of the automobile business. He headed the corporation until his death in 1943.

Meantime, in 1923 his eldest son was old enough to go to work and he became an employe of the company. He was H. D. Schleeter, Jr., who, with his brother, W. B., major owner of the corporation. The latter came with the company in 1937.

"It's the only job either of us ever had," H. D. Schleeter says.

Recently the company received a 50-year plaque from the Studebaker Corp., and news of this honor created considerable speculation as to how an "independent" dealer could prosper for so long and so consistently in face of major competition in recent years.

"I suppose," Schleeter explains, "it's because of our conservative way of doing business over many years. What we do today to obtain and hold customers, our father did long before we came into the com-

pany."

The Past Sales Record

During the past 12 months the company has sold 310 new automobiles. To do this, it handled one and two-thirds used cars for each new unit sold.

In 1916 the company took on Packard in addition to the Studebaker, but after four years it gave it up under pressure from Studebaker. It has handled no other automobile since, until recently, when it took on Packard again in August of 1957 it signed up to handle the Mercedes-Benz.

Schleeter estimates that 98% of all car sales, both new and used, are to former customers or persons directly recommended by customers. "Our turnover of customers is even slower than our turnover of employes," he said.

The newest of the approximately 60 employes has been with the company more than a year, and 30-year-service men are common. No new- or used-car salesman has been with the company less than

five years.

From the day the elder Schleeter assumed management of the fledgling company in 1907, there was never a question of company integrity, the present head of the company emphasizes. "We had a pattern set for us and we have fought to stick with it," he maintained.

Occasionally a customer comments wryly that he has talked



Probably the oldest dealership in the nation to have handled the same make car for more than 50 years, Mosehart & Keller was recently awarded a 50-year plaque from Studebaker Corp. H. D. Schleeter, left, gets both plaque and warm handshake from Studebaker Official A. G. Ackert. Looking on are E. W. Skinner, J. W. Frye and W. B. Schleeter.



Outstanding among firm's policies is furnishing used-car buyer with name and address of car's previous owner, so that complete check may be made by the former prior to sale. Used-Car Manager Meyer Solomon calls prospect's attention to card on steering wheel which gives data.

with at least two different salesmen about a car he wants to buy and that the story of each salesman is exactly the same. "We have only one sales story," Schleeter emphasized. "That's the right one. That way, a salesman doesn't have to remember this week what he told a prospect last week."

The company employs nine salesmen - six for new cars. They are compensated with a flat, modest salary, plus a commission, ranging from 21/2 to 3%, the variance being governed by sales volume of the individual.

"One of our major problems is to get salesmen who will sell the way our policy dictates," Schleeter said. "We can't hire the usual car salesman. He would have to unlearn all he knows about selling cars before he would make a salesman for us."

As a consequence, new salesmen are recruited from other departments. The sales manager, for ex-

(Continued on page 72)



SOUTHERN JOBBERS and FACTORY MEN

They "Glad-Hand" Factory Men

FACTORY men calling on Keenan Auto Parts Co., Albany, Ga., for the first time soon get a lot of answers — without asking anyone.

They get a backgrounding on the firm, its personnel and over-all operations by picking up an 8½" by 11" mimeographed leaflet which is kept stocked in a holder in the reception area upstairs at this veteran wholesale house in Southwest Georgia.

"Factory men aren't kept waiting any longer than necessary," said Howard Hout, executive vice-president, "but sometimes they are held up waiting their turn and that's a good time for them to learn something about us, in case they're newcomers.

"Since we started this early this year we have had a lot of good comments."

Comfortable chairs and a desk equipped with trade magazines and other journals were set up in a quiet corner of the large office area where the visitors could wait. A sign on the container invites a person to take a folder.

On the outside was mimeographed an open, welcoming hand with type announcing, "An Introduction to Keenan Auto Parts Company." On the back is a listing of the branches — Americus, Bainbridge, Blakely, Cairo, Cuthbert, Hawkinsville, Montezuma, Moul-

Factory representatives find this "introduction" to Keenan's at hand's reach when they wait to see an official.

Are you a representative calling on us for the first time?

Please Take One of These Polders.

THE KEENAN STORY

We want to be friendly people, with whom you will find it easy to do business. We want to give you a chance to tell us what you have to sell, and why it is to our advantage to buy it, without wasting your time or ours. However, you understand that we cannot possibly buy every line or product that is offered to us. We do not change established lines often, and we dislike, for reasons that we consider good ones, to duplicate lines excessively.

Our buyer is G. C. McRanie, who is also responsible for the maintenance of proper stock levels at all our stores. He will endeavor not to keep you waiting too long. If he is busy with other representatives, feel free to ask his assistant, Bob Dimmitt, about how long it will be before Mr. McRanie is available, then it may be possible for you to make other calls and return later.

While you are waiting, here are some quick facts about our operation that may interest you. Some of this information may be useful, also, in helping you to determine how your line or lines may be fitted into our distribution picture.

Our firm was founded in 1914, by Mr. P. A. Keenan, cur president. He started business in the center front of our building as a blacksmith at that time. Incidentally this portion of our building is the oldest and most historic in Albany, built in 1857. This is now the general office, headquarters and warehouse for our operation which includes 14 other wholesals parts stores, listed on the back of this folder. (In addition to the parts stores the over-all operation includes Albany Oxygen Company, a manufacturing plant which produces oxygen and acetylene for sale in the welding and medical fields, Keenan Welding Supplies of Albany and Columbus Welding Supply Company of Columbus, Georgia, who are distributors of welding gases, equipment and supplies.)

In addition to our president and our buyer, the other officers and executives of Keenan Auto Parts Company of Albany are: Howard Hout, Executive Vice President and General Manager; P. A. Keenan, Jr., Secretary; W. R. Keenan, Treasurer; Guy Finlayson, Office Manager and Credit Manager; Grady Spring, Store Manager; James A. Jarrett, Branch Sales Director; Troy Jones, Advertising Manager.

We operate as a warehouse distributor on many lines serving other independent wholesalers in a radius of 150 miles, as well as other Keenan stores. On some lines where factories maintain their own warehouse nearby, we buy from those warehouses and allow our branch stores to do likewise. The decision is made here, however, and branches are not allowed to purchase direct except as authorized by this office.

We operate an Automotive Machine Shop here in our Albany store and at several of our branch stores.

Our sales meetings for all salesmen are held monthly on the third Saturday of each month. Our schedules for these meetings are usually arranged at least 60 days in advance. Due to the limited amount of time available with our salesmen, we schedule only major lines for sales meeting presentations. We also have to limit sales assistance work with our salesmen to the representatives of lines with major potential. Sales assistance for all stores is scheduled through this office by branch sales director.

We are very proud of our monthly publication, Keenan's Mut-Cracker, founded in 1934, which we mail monthly to several thousand customers, friends and suppliers. If you do not receive it and would like to, please give your name and address to Troy Jones. We also have a publication and direct mail advertising department, with addressograph, multilith, mimeograph and other publication facilities. We ask our major suppliers to furnish advertising material to tie-in with our major sales campaigns.

We have plenty of parking space for factory representatives and visitors behind our building, so we ask that you please park there, and leave the parking space in front of our store for customers.

Thanks for coming to see us.

trie, Thomaston, Thomasville and Tifton in Georgia and Marianna, Quincy and Tallahassee in Florida. Branches were set up at Donalsonville and Pelham, Ga., this fall.

Tennessee Firm to Build Larger Warehouse

THE 7,500-square-foot building of S. & S. Sales Co. at 1701 Broadway, Nashville, Tenn., has been sold and the company has acquired property on Laurel St. near 12th Ave. for the erection of a modern, one-story warehouse containing 10,000 square feet of floor space.

The additional space will be used for expanding warehouse distribution throughout Central Tennessee, Southern Kentucky and Northern Alabama. The company is owned and operated by J. Tinsley Smith and W. H. Sullivan.

"Jimmy Warren, former man-ager of one of our branch stores, has been discharged from the Navy and is back with us traveling a territory as salesman," announced Joe A. Craig, president of Craig Supply Co., Tuscaloosa, Ala.

Briggs, Clinton and Power Products small engine parts have been added to the line of Leva Auto Supply, Lawton, Okla., according to Owner Ben Leva.

James C. Parker of Sharp Automotive Supply Co., Chattanooga, Tenn., is one of four members ap-Tenn., is one of four memoers appointed to represent Motor and Equipment Wholesalers Association on the Joint Operating Committee of the 1959 International Automotive Service Industries Show, Others are Virgil C. Smith, Auto Parts Co., Ann Arbor, Mich., William H. Teeters, Pittsburgh Auto Equipment Co., Pittsburgh, Pa., and Joseph E. Sirotek, Illinois Automotive Electric Co., Chicago, Ill. The show will be held at Chicago's Navy Pier Feb. 18-21, 1959.





Henry S. Clark, a manufacturers' representative in the Southeast for many years and a former president of Automotive Booster Club Inter-national, has severed his connection as vice-president in charge of sales of Shurhit Products, Inc., and is now residing at Apartment D-3, 3660 Peachtree Road, N.E., in his former home town of Atlanta. He said his plans for the future were indefinite.

MEMA Elects Directors For Three Years

LECTION of four new directors by Motor and Equipment Manufacturers Association for 1958-60 has been announced by General Manager A. H. Eichholz.

They are K. W. Foust, Bonney Forge & Tool Works, Alliance, Ohio; T. S. Rose, Sealed Power Corp., Muskegon, Mich.; C. O. Spillman, III, Associated Producers, Inc., Ypsilanti, Mich., and R. H. Wilbur, The Kendall Co., New York, N. Y.

Other board members are A. J. Bradley of Commercial Solvents Corp., A. C. Bryan of National Carbon Co., and J. M. Wells of Ingersoll-Rand Co., all of New York, N. Y.; C. P. Brewster, K-D Mfg. Co., Lancaster, Pa.; V. B. Day, Bear Mfg. Co., Rock Island, Ill.; S. G. Phillips, The Dole Valve Co., Morton Grove, Ill.; C. F. Stuhlreyer, The Grote Mfg. Co., Bellevue, Ky., and J. D. White, Triplex Corp. of America, Pueblo, Colo.

Tarheel Names A. P. Martin

A. P. Martin is now sales manager of The Auto-Equip Co., Rocky Mount, N. C., Owner J. D. Winstead announced.

Grant piston rings and Gates' full line have been added by Piedmont Auto Supply Co., Inc., Spartanburg, S. C., Manager Oscar Newberry announced.

A-Cruising They May Go, The Texas Wholesalers

THERE'S a possibility the annual convention and booth conference of the Automotive Wholesalers of Texas will be held in 1959 on board the M.S. Stockholm during a week's cruise to Havana, provided details can be perfected, officials reported.

The 1958 convention and booth conference will be staged at the New Civic Center in Galveston

Oct. 15-18.

The North Carolina Automotive Wholesalers Association has just concluded its special convention cruise this month to Havana and Nassau on the Stockholm. The same ship was used in November 1955 for a convention cruise to Bermuda.

F-M-B Bearings Appoints **Ludwig to Sales Post**

PPOINTMENT of Howard W. Ludwig as sales manager, to succeed Walter T. Camp, has been announced by General Manager J. A. McCarthy of the Bearings Co. of America Division, Federal-Mogul-Bower Bearings, Inc., Lancaster, Pa.

A 25-year veteran with Bower Roller Bearing Co., Ludwig has been automotive original equipment sales engineer since Bower became a division of Federal-Mogul-Bower. Camp has become general manager of the Arrowhead Products Division of Federal-Mogul-Bower at Long Beach, Calif.

Emmett Baber (left) has been named territory manager for Merit Mufflers in the Carolinas and Vir-ginia. He has had 20 years' experience in the automotive service industry. Henry M. Kutsche (right), formerly with The Electric Auto-Lite Co., is manager of the terri-tory including West Virginia.



89% List Higher Sales, But Overhead Puffs Bigger to Worry Management

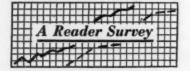
RISING overhead continued to hound many wholesalers over the South and Southwest last month, giving them a ride for their extra money which came in for the 89% who reported their sales volume higher for the first ten months of this year than the same period of last year.

A sprinkling of reports showed the increused business ranging upward only a few percentage points —sometimes just about equal to the higher price tags and therefore not reflecting a greater turnover of merchandise.

Nine per cent said their sales were down and two per cent listed the same business as the preceding year.

Said one Oklahoman:

"Our sales are up approximately eight per cent, but we figure this



on a dollar basis, not on item sale. Price increases make up a considerable amount in the dollar volume."

A North Carolinian reported:

"Our sales volume is about five per cent ahead, but profits are way down. Costs are way up all down the line."

One long-experienced Alabamian said his volume was up 20%

and then observed:

"This is due primarily to an increase of nearly 4,000 items added to inventory. The best salesman any jobber can have is a wide selection, provided, of course, he can get turnover. So far this year we have averaged slightly better than five."

Another Alabamian, whose sales were up ten per cent, said:

"Our biggest problem is new service stations and used-car lots going up and all wanting a monthly account. Ninety per cent of them do not have sufficient credit references to warrant our serving them on a monthly basis. Quite a few of those we have tried have failed to pay satisfactorily."

And this complaint came from a Texan whose volume was up ten per cent:

"It seems that the warehouse

district - jobber combination has forgotten who should be entitled to jobber prices. We should have a warehouse or jobber separation."

Approximately half of the reporting companies answering the questionnaire mailed to 350 over the South and Southwest showed increases in the neighborhood of ten per cent, but there were cases in Texas, and especially in Florida, of boosts as high as 30%.

Shop sales were running ahead of parts business for some companies, like the South Carolinian who found parts up by five per cent and the shop doing eight per cent more business.

Collections, lack of skilled manpower and price-cutting continued to plague many firms in varying degrees

Of the "down" reports, a North Carolinian who suffered a drop of 11.6% explained:

"We attribute this loss to losing salesmen in one of our territories plus the mild weather we are having in this area. Seasonable items are not moving as they should, plus

tight credit."

One New Mexico house said its downturn amounted to 25%.

Warehouse Distributors Denies FTC Charges

WAREHOUSE Distributors, Inc., Atlanta, Ga., composed of 28 Southeastern jobbers, has denied the Federal Trade Commission's charges of using its own purchasing organization as a "mere bookkeeping device for facilitating" price discriminations.

In answering the FTC complaint, the group asserted that it furnishes legitimate services and that any lower prices received are legally

cost-justified.

The organization, whose manager is Charles A. Cole, a long-time veteran in the aftermarket, denied that it was formed and is operated by its members as a buying group and denied that it is only a device through which the members are billed and pay for their purchases.

The corporation, the answer declared, performs valuable distributive functions and services, including operation of warehouses, guaranteeing of credit, holding of central demonstration clinics, and promotional and selling activities. for its group.

Hirsig-Brantley Appoints B. W. "Larry" Hirsig

A PPOINTMENT of B. W. "Larry" Hirsig as assistant general manager of Hirsig-Brantley Co., manufacturers' representatives, Jacksonville, Fla., has been announced by General Manager Bruce T. Brantley.

Hirsig has been associated with the firm for seven years and is a partner. He is also a director in the Southeast Show, treasurer and past director of B-36 Booster Club, Jacksonville, and a member of the Second Generation Club in the Automotive Industry.

The company has served the Southeast for many years.

Jack Verner (second from left) of Verner Auto Supply, Inc., Atlanta, was elected president by the Georgia Automotive Wholesalers Association at its annual meeting in Atlanta Nov. 29. Pictured are (l. to r.): Ray Birdsall, retiring president; Verner; Frank Mills, first vice-president; A. J. Barnes, second vice-president; Robert M. Perrin, secretary, and Milton Chester, treasurer. Principal speakers included Charles H. "Chuck" Davis and John W. Rooney, executive secretaries of the Florida and Alabama wholesaler associations, respectively.





Nearly 400 in this shot of the banquet and around 50 more were too close for the camera to pick up.

Florida Draws Record Attendance

A RECORD attendance for any state wholesaler association convention was believed chalked up at Orlando Nov. 23-24 when a total of 517 men and women, including scores of jobbers, were on hand.

This compared with 438 a year earlier at the Florida Automotive Wholesalers Association meeting.

Factories represented in the annual table conference ran up to exactly 147 to set what was considered a record for any state.

In one of three panel discussions the attendees went on record opposing the use of premiums to move merchandise.

The growing importance of the service stations to jobbers was stressed by William D. Tucker of (Continued on page 92)

At right: These seminars, held at the same time, drew excellent jobber attention. J. R. "Chic" Stradley, Jr., of Orlando moderated the one on paint and body supplies (top); Warren A. Birt of Jacksonville and Wm. J. Berkhan of Tampa led the one on truck parts and equipment (center), and Paul Riggs of West Palm Beach guided the electrical-carburetion (bottom).





SERVICE and MAINTENANCE

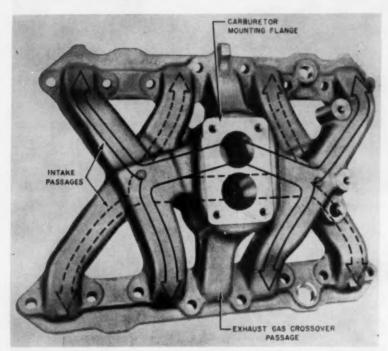


Fig. 1—Exhaust gas crossover passage through the intake manifold.

Exhausting the Leads to Exhaust Troubles

R EGARDLESS of what we think about surveys, those that have been conducted to see "who" missed "what" have proven that most shops are missing just about as much service as they perform.

Not the least of these items is the exhaust line. Nothing will affect engine performance much more than clogged muffler, bent tail pipe and/or an inoperative manifold heat control valve.

A quick check by the serviceman will show which item needs attention and the percentage will be surprising. A defective valve can cause very poor engine idle, overheating, poor gas mileage, etc.

The following is a description of

the valve's operation:

The service procedure is for a particular current model V-8 engine, but is applicable to almost any current model:

The intake manifold includes an exhaust gas crossover passage, as shown in Fig. 1, for heating the fuel mixture during the warm-up period and during light-throttle operation. This passage connects with the exhaust manifolds on either side of the engine through cast passages in the cylinder heads.

The heat control valve is sandwiched and mounted between the exhaust manifold and the exhaust "Y" pipe on the right side of the engine. The heat control valve consists of an offset valve whose position is regulated by the thermostatic coil spring and a counterweight and is affected by exhaust gas pressure.

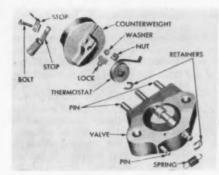
The heat control valve is normally closed when the engine is cold, and while in this position diverts the exhaust gases from the right-hand cylinder bank through



By E. M. Lowery Technical Editor

the crossover passage in the intake manifold and out through the lefthand exhaust manifold to the muf-

The hot gases warm the intake manifold in passing through and prevent the fuel from condensing in the manifold. This action also tends to prevent carburetor icing during cool, damp days. As the engine warms up, the calibrated heat control valve acts to maintain intake manifold temperatures at the level for peak performance and best fuel economy. It is extremely important that the heat control valve be checked for operation at





Left: Fig. 2—Typical manifold heat control valve (exploded view). Above: Fig. 3

— Positioning thermostatic coil spring.

regular intervals.

1.—Servicing the exhaust manifolds:

To remove the exhaust manifolds for servicing or installation of new gaskets, proceed as follows:

Removing the right-hand-bank exhaust manifold:

A. — Remove generator and bracket assembly from exhaust manifold extension (when so positioned).

B.—Remove the bolts and nuts that hold the manifold heat control valve and the "Y" exhaust pipe to the exhaust manifold flange. Lift off heat control valve housing and gaskets.

C.—Remove the nuts that hold the exhaust manifold to the cylinder head, then slide manifold out and away from cylinder head.

Removing the left-hand-bank exhaust manifold:

A.—Remove the two bolts and nuts that hold the crossover exhaust pipe to the exhaust manifold flange. Lower pipe slightly, then remove and discard the gasket.

B.—Remove the exhaust manifold retaining nuts, then slide exhaust manifold off studs and out away from engine. Use care when removing the manifold attaching nuts and bolts, as constant heating and cooling of the manifolds may have frozen them in place. Lubricate with a good-grade penetrating oil and allow to stand several minutes before attempting removal.

2.—Exhaust manifold inspection:

It is suggested that the exhaust manifolds be cleaned in a suitable solvent, blown dry with compressed air and then inspected for cracks or distortion or any other. condition that would render the manifolds unfit for further service.

Check the exhaust gas crossover passage through the heads and intake manifold. If the passages are coated with a hard, black carbon, they should be scraped clean or sandblasted to remove the carbon deposit. The layers of carbon act as an insulator and retard the heating action of the exhaust gas on the intake risers which in turn affects the vaporization rate of the fuel passing down through the intake manifold. The results will be an engine that is difficult to warm up and rough engine performance.

Check the condition of the exhaust manifold mounting stud threads. If the threads are stripped or damaged they should be replaced.

3.—Installing the exhaust mani-

Left-hand bank:

A.—Install new gasket over exhaust manifold mounting studs on the cylinder head. Slide the exhaust manifold over studs and up into position against the cylinder head. Install nuts and tighten to

specified torque.

B.—Install a new gasket on the exhaust crossover pipe flange, then raise pipe slightly to meet manifold flange. Install nuts and bolts and tighten to 40 foot-pounds.

Right-hand bank:

A.—Install a new gasket over the exhaust manifold mounting studs. Now slide exhaust manifold over studs and up into position against the cylinder head. Install nuts and tighten to specified torque.

B.—Install the oil filter element, gasket and cover, if removed.

Tighten nut securely.

C.—Install the manifold heat control valve housing and gaskets between the manifold flange and exhaust pipe. (The counterweight must be installed away from the engine.) Install bolts and nuts, then tighten to specified torque.

D.—If generator is mounted on right exhaust manifold, reinstall by securing generator and bracket to exhaust manifold extension.

4.—Servicing the manifold heat

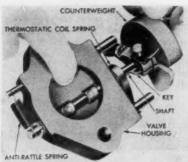
control valve:

The manifold heat control valve is controlled by a thermostatic coil spring, counterweight and by the velocity of exhaust manifold. The thermostatic coil spring is installed in such a manner as to maintain sufficient tension on the valve shaft to keep the valve in the "closed" position when the engine is cold.

In the "closed" position, hot exhaust gases are directed across

"She sold her car but she's still got a spare tire."





Above: Fig. 4 — Installing heat control valve counter-weight. Right: Fig. 5—Tightening counterweight bolt.

the intake manifold. This in turn pre-heats the vaporized fuel passing down through the intake manifold, resulting in smooth engine performance.

Should the heat control valve become stuck in either the open or closed position, car performance would be affected.

The heat control valve should be checked periodically for operation. With the engine idling and car standing, accelerate to wide-open throttle and quickly release. The counterweight should respond by moving clockwise approximately ½" and return to its normal position. If no movement is observed, the valve shaft may be frozen or the coil spring weak or broken. In either case, the heat control valve mechanism should be disassembled and repaired.

To free shaft, replace a weak or broken spring, refer to Fig. 2 and proceed as follows:

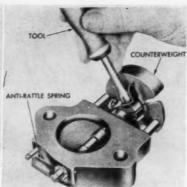
A.—Loosen retaining nut and remove counterweight, key and bumper from end of shaft to expose thermostatic coil spring.

B.—Unhook coil spring from stop stud and remove by prying out of valve shaft slot.

C.—If valve shaft is frozen in manifold, lubricate both ends with recommended solvent and allow to stand several minutes. Loosen by turning shaft clockwise or counter-clockwise (depending on frozen position) until shaft is free. Work shaft from closed to open position several times, until shaft can be turned very easily with the fingers.

To install new thermostatic coil spring, position shaft in extreme counter - clockwise position and continue as follows:

D.—Place new coil spring in position over shaft slot, with outer end (tongue) of spring in the up-



per left-hand position. Now press inner end of coil into slot of shaft and seat firmly.

E.—Now move outer end (tongue) of spring down, around, up and over stop stud, as shown in Fig. 3.

F.—Place counterweight over shaft (with the shield in upward position) and insert key in shaft slot, as shown in Fig. 4.

G.—Center counterweight on shaft and turn assembly clockwise until bumper (Fig. 6) passes the stop stud.

H.—Press counterweight on shaft until seated, then tighten nut securely with socket driver, as shown in Fig. 5. Apply recommended solvent to both ends of shaft. Test valve for operation as described previously.

When installing heat control valve, be sure the anti-rattle spring pin is pointing toward the front of the engine and next to the cylinder block. (See Fig. 5.)

One of the most important maintenance operations of the exhaust system is alignment. A misaligned exhaust system may cause objectional sounds or vibrations inside the car, and has often been

diagnosed as a defective muffler, engine vibration, propeller shaft vibrations or gear noise. It is therefore recommended that the alignment operation be completed before performing any major repair or replacement.

In most cases the tailpipe rear support acts as the pivot point for the entire exhaust system, while the other supports act as a steady bracket for the system. Usually the objectional sounds or noises can be completely removed by placing the system in proper alignment.

One of the easiest methods to accomplish this is to loosen all of the exhaust line supports and brackets, crank and "gun" the engine, which will usually allow all parts to come to rest in proper alignment when the engine is stopped.

Spark Plug Quiz

A LOT of information about an engine can be learned from a careful examination of the spark plugs.

See how you would fare in a quiz on spark plug diagnosis. It's one used by Champion Spark Plug Co. in its service training program.

Each of the following statements may be completed by one or more answers. Jot down your choices on a piece of paper. Then turn to page 51 for correct answers.

Oily deposits may form on spark plugs because:

a. spark plug heat range is too

b. piston rings are not fully seated.

c. ignition timing is over-advanced.

d. vacuum booster pump diaphragm is leaking.

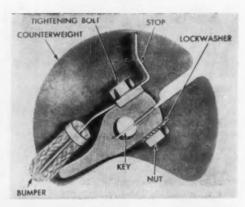


Fig. 6 — Heat control valve counterweight.

January: '58 Chevrolet Service

How much do you know about servicing the 1958 Chevy? Next month Ed Lowery will take you over the ropes on its suspension, the new voltage regulator and some other angles.

- e. intake manifold is leaking.
- f. piston rings are worn.
- g. long periods of idling.
- 2.—Excessive electrode burning can be due to:
- a. ignition timing vanced.
 - b. wrong condenser.
 - c. cross-fire.
 - d. spark plug heat range too hot.
 - e. detonation (low-octane fuel).
- f. start-stop city traffic.
- 3.-Breakage of ground electrodes at the bend (not at the weld) is caused by:
- a. improper gap setting procedures.
 - b. factory defects.
- c. detonation due to over-advanced timing.
- d. detonation due to low-quality fuel.
- 4.-Insulator nose splitting can be caused by:
- a, improper gap setting procedures
 - b. spark plug too hot.
 - c. continued detonation.
 - d. cross-fire.
- 5.-Dry carbon deposits usually are caused by:
 - a. clogged carburetor air filter.
 - b. detonation.
- c. spark plug heat range too cold.
 - d. sticking choke.
 - e. long periods of idling.
 - f. rich carburetion.
- 6.-Fouling deposits on the insulator firing end may cause:
- a. the insulator to become porous.
 - b. detonation.
- c. short-circuiting of the high voltage.
 - d. engine misfiring.
 - e. a breakdown of the insulator.
 - f. preignition.
- 7.-Melting of the center electrode tip can be caused by:
- a. continuous high-speed driving.
 - b. preignition.
 - c. low-compression cylinder.
 - d. reversed polarity.
- 8.—Gap bridging in outboard engines is usually due to:
 - a. wrong spark plug heat range.
 - b. preignition.

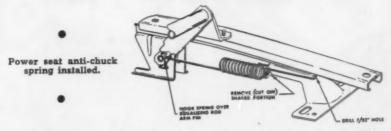
- c. use of automotive-type plugs.
- d. constant trolling or low speed.
- e. wrong type of lubricating oil.

Operate seat to the full forward position. Remove seat assembly (including adjusters) from body and place upside down on a clean surface.

At both right and left adjusters, cut stock from the inboard side of adjuster rear support, as indicated by shaded area in illustration.

At both adjusters, drill a 7/32" hole at the rear of the adjuster rear support.

Install an anti-chuck spring (part No. 4734125) at both right



Anti-Chuck Spring For Chevy Seat

HEVROLET Division has issued the following service bulletin on power seat chucking:

Sometimes objectionable foreaft movement (chucking) of the 1957 passenger-car front seat is encountered on seats equipped with electric seat adjusters. This condition may be corrected by installing anti-chuck springs as shown in the illustration shown

and left seat adjusters. This spring is available only through Oldsmobile or Cadillac parts channels.

Note: Front end of spring hooks around equalizing rod arm pin between arm and adjuster front sup-

Re-install seat assembly and check operation.

> Let us fatten your Christmas kitty. Got any original ideas on saving time in the shop? \$7 we pay for each of them.

"It's his day off from the garage, so I'm having him fix the bed spring."





BODY SHOP OPERATIONS

GETTING 'EM TIGHT

Most of us are still troubled with dust, air and water leaks, and it has been our experience that no complaint will get a customer more upset than to have to return to the shop several times in order to get the cause of leaks corrected.

Unfortunately, we have no way of simulating air currents around a car while it is being driven at high speeds. So we work on it, test it, and when asked if the leaks have been stopped, we can only say "yes," keeping our fingers crossed.

There are some proven methods, however, which, when followed, will give fairly satisfactory results.

Body sealing methods: Sealing compounds:

When sealing the exterior of the body, use a light-colored and nonbleeding compound. Then the newly-sealed portion can be painted the same color as that of the remainder of the body. At points where a rubber weatherstripping is used to form a seal, it may be necessary to refit, shim and cement the weatherstrip.

Use a good quality sealer between the rubber seal and the glass, or the body edge, to form a water-tight joint when sealing the windshield and rear window.

Rubber cement: This cement may be used where a strong bonding of rubber parts to painted or unpainted steel surfaces is desired.

By E. M. Lowery Technical Editor



Fig. 1—Sealing drip molding and B-post weld.

It can be used for such purposes as the attachment of weatherstripping at the doors and luggage compartment lid, or for the attachment of felt pads.

Windshield rubber sealer: A light-viscosity, colorless, rubber expander, this sealer can be used where rubber is confined between a glass and metal channel, such as on the windshield and rear window glass. When applied to the edge of the rubber, it will expand the rubber within 15 to 20 minutes. The sealer will not harm paint or

chrome finish and can easily be removed with a cloth before it sets.

Sealing compound: This sealer can be used for all types of threaded joints, gaskets and machined joints. The compound never dries out, never sets hard. It is not soluble in gasoline, oil, anti-freeze solutions, or water. It prevents corrosion, protects against contraction without seepage or leaks and can be applied with the brush supplied in the lid of container.

Body seam sealers (for external sealing): Sealers for this purpose are available through local sources. These commercial sealers can be used along welded joints, exterior roof rails, exterior belt lines, Bpost welds, weatherstripping and floor seams. It can also be used for caulking. Upon drying, this type of material forms a tough skin which can be painted with a touchup brush.

Heavy sealing putty (for interior sealing): This material, available at most hardware stores, should be a heavy, fibrous, putty-like compound which can be formed into pellets, for large openings like molding-clip holes. Other com-pounds which may be used for these purposes are the household caulking compounds which do not completely harden, Dum-Dum, or body undercoating materials. However, these latter compounds cannot be painted.

Drain trough:

A water leak at the trough will show up on the headlining, around the body pillar, on the floor or possibly in the luggage compartment. The drain trough is sealed on the top of the roof panel, on the underside at the roof rail and at the inner edge of the roof rail. Inspect the entire length of the trough for possible openings, especially at the circled areas shown in Fig. 1. Using a thin, wooden paddle,

January: Top o' the Thunderbird

It's important to know just the correct steps in adjusting the top of the Thunderbird convertible, as Technical Editor Lowery will explain in this department for you next month.

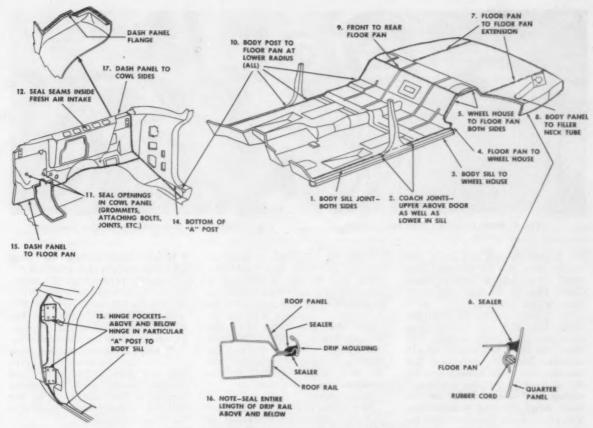


Fig. 2-Typical body, cowl and floorpan sealing chart.

or a nozzle-type applicator, seal the openings with body seam sealer. Touch-up the newly-sealed points with paint to match the color of the body.

Coach joints:

The coach joints at the center pillar should be sealed with a hand-type sealer that can be painted over to match the body.

Windshield and rear window:

Water leakage at the windshield or rear window can occur at two places, between the weatherstrip and the body metal fence and between the weatherstrip and the glass. To locate the source of the water leak, perform the following test:

Start at one lower corner and work across the bottom to the other side. Another serviceman inside the car can mark the lower corner up the side, and across the top to the center. Complete the test by starting at the other lower corner and working up the side and across to the center.

If the leak is between the weatherstrip and glass, pry weatherstrip away and apply sealer in between. Windshield wiper pivots:

If a water test indicates leakage around the windshield wiper pivots, check the attaching nuts as they may be loose. If the nuts are tight, it may be necessary to replace the gasket.

Fresh air intake:

If a water leak is found at the fresh air intake, it can be properly sealed by sealing the seams at the upper corners of the fresh air intake. This can be done by removing the fresh air screen and reaching through the openings at each end of the fresh air intake.

Cowl area:

All welded seams should be sealed with a heavy caulking compound. In addition, all pad fastening openings, attaching bolt openings and grommet openings should be sealed to prevent air and dust leakage. See points 1, 12, 14 and 15 in Fig. 2.

Hood seal:

Pull up the hood seal at the rear edge and apply a liberal amount of body seam sealer. Inspect the drive nails in the seal to be certain they are tight.

Hood hinge bracket:

Seal the hood hinge bracket to cowl panel stud holes with a heavy caulking compound. Also apply a ribbon of sealer around the top and the sides of the hinge bracket.

Door glass:

Door glass that is too loose in the glass run channel may allow water or air to enter around the edge of the glass. To correct this condition install strips of body elastic sealer tape behind the glass run channel, as shown in Fig. 3. To do this it will be necessary to remove the garnish molding and unfasten the glass run channel at the top.

Doors:

Before checking doors and door glass for leakage, make certain that all doors and windows are adjusted correctly. If the doors fit properly and do not provide a good seal after a water test is made, use a bulb filled with powder pumped around the door weatherstrip with the door in the closed position.

When the door is opened gaps in the weatherstrip will show traces of the powder which entered.

The weatherstrip can also be tested with a shipping tag. If the

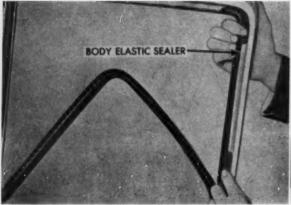






Fig. 4—Cementing watershield over door openings.

seal is poor at only one point, the weatherstrip can be shimmed outward by putting a strip of body elastic tape on the door and using weatherstrip cement.

To replace the entire weatherstrip, free the old weatherstrip from the door with solvent and clean the door thoroughly of old cement. Coat the door and the weatherstrip with cement and let dry at least 20 minutes before applying the weatherstrip to the door. After pressing weatherstrip into place, leave the door open for at least two hours before closing.

Closing the door too soon after applying weatherstrip will pull the weatherstrip out of place before the cement has completely dried.

Door ventilator wing:

Water or air leaks around, or through, the front door ventilator wings may be due to improperly adjusted wing assemblies, resulting in distortion of the weatherstrip. If excessive clearance is found between the vent wing and the weatherstrip or between the glass and window opening, the garnish molding should be removed and the vent wing adjusted to the opening.

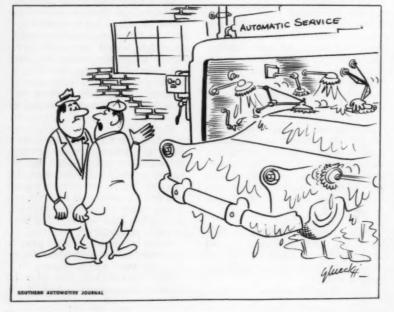
Water shield:

The water shield over the door openings should be cemented in place and free of wrinkles. See Fig. 4.

Inspect the drain holes at the bottom of the door frame to be sure they are not plugged.

Rear deck lid:

"Your car's being washed instead of gassed. I pushed the wrong button."



Before water-testing the deck lid make certain that the deck lid is properly fitted. Start the water test at the bottom and work slowly toward the top, on each side. Then work across the top of the lid. Check the two upper and two lower welded joints for proper sealing.

If leakage occurs at the seam between the weatherstrip trough and the deck upper panel and quarter panel, pack the entire length of the underside of the welding seams with hand-type caulking compound.

Tail lamps:

Water-test the tail lamp area for possible leakage into the luggage compartment. Water will enter the trunk area between the tail lamp housing and quarter panel openings. To obtain a good seal use a hand-type caulking compound and seal the opening from inside luggage compartment.

Floorplan area:

Road splash can enter the body through any openings in the floor-pan seams. Fig. 2 shows all sealing points on the body floorpan. For locations 1, 13, 14 and 15 a hand-type caulking compound can be used.

In most cases the need to seal can be determined by visual inspection of sealer at the welded seams. In some instances, it is advisable to water-test the location. All traces of water or dust must be removed and the area thoroughly cleaned and dried before applying any sealing compound.

Nothing seems, at times, to make a proud car owner (and where is there one who isn't "proud"?) mad any more than a leak. It's our job to minimize the chances of leaks showing up and thereby pave the way for the owner returning to our

shop time after time.

Chevrolet Tells How to Be a Rattle Detective

CHEVROLET Division has issued the following service bulletin entitled, "Don't Hunt Squeaks Without Ammunition:"

Fixing "the little things" can mean a lot in relations with the service customer. To many owners, eliminating a persistent chirp or squeak is more important than correcting a mechanical defect. Because of this fact, it is only good business logic that every service department should have men who can quickly diagnose and eliminate squeaks or rattles that are irritating a customer.

A systematic approach is just as necessary in tracing unwanted noise as it is in any other service operation. The mechanic who relies on hit-or-miss methods wastes valuable time and generally has a low batting average in the antirattle league.

What's the Noise Like?

Have the owner describe noise. The first step is to find out just as much as possible about the noise. Owners have some picturesque ways of describing unusual sounds, so it's best to ride in the car with the owner whenever possible. People vary in their sensitivity to certain types of sounds, so unless you make sure which noise is the cause of complaint, you may find yourself fixing a rattle the customer hadn't even noticed.

The conditions under which objectionable sounds occur point the way to the source. From your own observation and the owner's description, determine if the sound occurs at all times or only on certain road surfaces, or under specific operating conditions. For instance, some noises appear only after the car is thoroughly warmed up; others show up when turning a corner, and still others depend upon the number of passengers in the car.

If a noise comes and goes with changes in operating temperature, pay particular attention to units which are subject to considerable heat, such as engine exhaust and cooling systems, drive belts and brakes.

Expansion due to heat may cause contact between adjacent parts which would not occur when the parts were cold. On the other hand, a unit may be worn or have loose attaching parts, causing it to rattle when cold. Expansion will make it tighter and eliminate the noise.

A squeak or creaking sound, which is apparent only when the car is turning a corner or on an irregular surface with one wheel higher than the others, is likely to be caused by rubbing or interference due to twisting of the frame and body. Loose body bolts or a poorly fitting door, hood or grille can cause this condition.

The value of getting complete information is illustrated in one recent case where an owner complained of a squeak in the right side of the car. Considerable time was spent in several unsuccessful attempts to cure the trouble. Then the owner casually mentioned that he noticed the noise only when he was alone in the car. With this additional clue, the serviceman quickly traced the squeak to the right seat track, where one bolt was missing and another was loose.

We Want Noises on Schedule!

Make noises perform on schedule. Squeaks and rattles have a bad habit of irritating the customer to the point of violence and then magically disappearing as soon as the car reaches the shop. Experienced servicemen realize that for a rattle or squeak to have occurred, an external force must have been applied to the offending parts and this force probably came either from road shock or engine vibration. These men therefore rely on the following tricks. of the trade to make objectionable noises perform on schedule, thus enabling the cause to be pinpointed and eliminated.

Increasing tire pressure to 35 pounds will aggravate road shock and bring out sounds which might otherwise go unnoticed in a roadtest.

2.—Disconnecting a vacuum line or shorting out a spark plug to induce rough idling can help in locating rattles caused by vibrating sheet metal, looseness or interference in control linkage or exhaust system.

3.—A concrete road with tar expansion strips is ideal for pinpointing the location of noise caused by road shock. On a roadtest, drive at the speed at which noise is most pronounced. If the noise is heard at the same time the front wheels strike the tar strip,

it is probably coming from the front springs or shock absorbers.

However, if there is a lag between the time the wheels hit the tar strip and the noise, the loose parts are more likely to be found at some distance from the front suspension. In this case, the noise is apt to be irregular, since some of the road shock is dissipated and only the more severe bumps will cause trouble.

Noise at the rear of the car, of course, will be more pronounced when the rear wheels pass over the strips. If the noise originates in the rear of vehicle, the rear seat cushion may be removed to make the sound more audible.

4.—By first setting up an unbalanced wheel condition, and then using a wheel balancer that spins the vehicle wheels while installed on the car, considerable body vibration is induced to activate rattles.

Correct Answers to Plug Quiz

Answers to the spark plug quiz on page 46:

- 1. A, B, D, F and G.
- 2. A, C, D and E.
- 3. C and D.
- 4. A, B and C.
- 5. A, C, D, E and F.
- 6. C and D.
- 7. B.
- 8. C and E.

American Motors' Rambler Enjoys Best Sales Year

WITH two months to go, the Rambler had already racked up a record year saleswise this year, according to Roy Abernethy, vice-president of automotive distribution and marketing of American Motors.

Abernethy reported that Rambler sales in the United States for the first ten months totaled 77,318 units, surpassing the 73,807 sold in the entire 12 months of 1955, the previous record year.

October deliveries reached 9,680, an increase of 78.4% over the 5,-426 sold in the comparable month of 1956, and were the highest of any October in history, the executive said.

1958 PASSENGER-CAR SPECIFICATIONS (Souped-Up Specs on Standard Models Are Not Listed)

		1	TREAD			ENGINE							FLU	ID C	AP	ACITI	E8	WHEEL ALIGNMENT			
MAKE AND MODEL	Std. Wheelbase		Frant	Ruar	No. Cylinders and	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M	Piston Displace-	Standard Com- oremain Ratio	Crankrasa Can	(Qts.)	(Std.) (Pts.)	Transmission (Au.) (Pts.)	Rear Axle	Fuel Tank	Cooling System (No Heater)	Caster (Degrees)	Camber (Degrees)	Toe-I	
BUICK Special Series 40 and Century Series 60. BUICK Super Series 50, Roadmaster 70 and Limited 700.	122	59	-	60	V8I V8I	4.125x3. 4.125x3.		F 300@400	364 0 364			5	N N	24 H	6		16.5		+22 +22	l _{is} to	
CADILLAC Sedan 6239, Sedan De Ville 6239D, Sedan 6239E, Coupp 6237D and Conv. 6267 CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S. CADILLAC Sedan 6039, Sedan 7533 and Sedan 7523	129	1/2 61 1/2 61 61		61 61 61	VSI VSI VSI	4x3.625 4x3.625 4x3.625	51.2 51.2 51.2		0 365	10.25-	-1	5	N N	23 23 23	5 5 5	20 20 20	19.6 19.6	-½ to -1½	0 to ±3% 0 to ±3% 0 to ±3%	1/4 to 1/2	
CHEVROLET 6, Defray, Biscayne and Bel Air CHEVROLET 8, Defray, Biscayne, Bel Air 283 Cu. In. CHEVROLET 8, Defray, Biscayne, Bel Air 346 Cu. In. CHEVROLET COrvette	1173	58 58 58 58 57	.8	58.8 58.8 58.8	VSI	3.56x3.94 3.87&x3 4.125x3.22 3.876x3	30.4 48 54.5 48	145@4200 185@4000 250@4400 230@4800	283	9.5-1 9.5-1 9.5-1		5 4 4 5	2 2 2 2	10 X X 9	4 4 4 4	20 20 20 16.4	16 ⁴ 16 ⁴ 16 ⁴ 16	+½ to +1½ +½ to +1½ +½ to +1½ 2.25	0 to 1 0 to 1 0 to 1 0 to 1	1/4 to 1 1/4 to 1 1/4 to 1 0 to 1	
CHRYSLER Windsor and Saratoga CHRYSLER New Yorker and 300D CHRYSLER Imperial	122 126 129	60 61 61	2	59.8 60 82.4	VSI VSI VSI	3.94x3.63 4x3.90 4x3.90	49.7 51.2 51.2	P Q 345@4600	354 392 392	10-1 10-1 10-1		1 2	75	21	3.5 3.5 3.5	23 ² 23 ² 23 ²	21 24 24	B B B	CCC	%主持 %主持	
CONTINENTAL	131	61		61	VSI	4.30x3.70	59.17	375@4800	430	10.5-1	-	5	N	21	4	22	26	0 to -11/2	0 to +34	.12 to .	
D* SOTO Fireweep. De SOTO Firedome. De SOTO Fireflite De SOTO Adventurer.	122	60. 60. 60.	9 4	59.8 59.8 59.8	V8I V8I	4.06x3.38 4.12x3.38 4.12x3.38 4.12x3.38	52.7 54.3 54.3 54.3	280@4600 295@4600 305@4600 NA	361	10-1 10-1 10-1 10.25-1		4 1		21 3	3.5 3.5 3.5 3.5	20 23 ¹ 23 ¹ 23 ¹	16 16 16 16	B B B	CCCC	1/8±1/4 1/8±1/4 1/8±1/4	
DODGE Coronet 6. DODGE Coronet Curtom Royal DODGE Custom Royal Sta. Wagon DODGE D-500 Power Pkg.	122 122 122	61. 61. 60.	4 6	30.2 30.8	6L V8I V8I V8I	3.25x4.63 3.69x3.80 4.06x3.38 4.12x3.38	25.4 43.3 52.7 54.3	138@4000 252@4400 295@4600 305@4600	325 350	8-1 8.5-1 10-1 10-1	1	5 2. 1 2.	75 75	D 3	3.25 3.5 3.5 3.5	20 ⁸ 20 ⁸ 20 ⁵ 20 ⁸	13 20 20 20 20	A A A A	E E E	1/8±1/4 1/8±1/4 1/8±1/4	
EDSEL Ranger and Pacer. EDSEL Corsair and Citation	118.4				V8I V8I	4.05x3.50 4.20x3.70	52.49 56.45	303@2800 345@4600	361 410	10.5-1 10.5-1				22 22	5 5	20 20	18.5 22	1/2 to 11/2 0 to 11/2	1/2 to 11/2 0 to 3/4	.03 to .1	
I VCOLN Capri Coupe, Landau		_	-									-	-	-	_						
Sadan, Premiere Coupe and Landau	131	61	6	1	V8I	4.20x3.70	59.17	345@4800	430	10.5-1	8	-	2	21	4	22	26	0 to -1½	0 to +%	.12 to .1	
MERCURY Monterey	122	59.4		. 1	VSI	4.3x3.30	59.17	312@4600	383	10.5-1	5	1.		21	5	20	20.5	-0°30′ to -2° -0°30′	-0°10′ to -0°35′ -0°10′	lis to 3	
IERCURY Montclair	122	59.4		1	V8I V8I	4.3x3.30 4.3x3.30	59.17 59.17	330@4800 360@4600	383 430	10.5-1	5	3.5		3	5	20	20.5	to -2° -0°30′ to -2°	to -0°35′ -0°10′ to -0°35′	1/6 to 3/	
L DSMOBILE Dynamic 88L DSMOBILE Super 88LDSMOBILE 98	122.5 122.5 126.5	59	58 58	3	V8I	4x3.689 4x3.689 4x3.689	51 51 51	265@4400 305@4600 305@4600	371 371 371	10-1 10-1 10-1	4 4	2.5 2.5 2.5	2	2 5	25	20 20 20	20 20 20	0 to -1 0 to -1 0 to -1	-14 to +34 -14 to +34 -14 to +38	0 to .12 0 to .12 0 to .12	
ACKARD Hawk Supercharged	1201/2	57.1	56	3.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	1	9	3	18	17	-1 to -2½	0 to +1	16 to 1/	
LYMOUTH Plaza, Savoy and Belvedere 6.	1186	60.9	56	.6	6L	3.25x4.63	25.3	132@3600	230	8-1	5	2.7	5 2	0 3.	25	207	13	В	C	1/8 to ±	
LYMOUTH Plaza, Savoy and Belvedere 8. LYMOUTH Fury LYMOUTH Golden Commande		60.9 60.9 60.9	59	.7	V8I	3.91x3.31	48.9 48.9 52.7	225@4400 225@4400 305@5000	318 318 350	9-1 9.25-1 10-1	5 5	2.7 2.7 2.7	5 L	3	5	20 ⁷ 20 ⁷ 20 ⁷	20 20 20	B B B	C C	1/8 to ± 1/8 to ± 1/8 to ±	
ONTIAC Chieftein and Super Chief		58.8 58.8					52.8 52.8	240@4500 255@4500	370 370	8.6-1 8.6-1	5 5	N		45.		20 20	21.2 21.2	-1/2 to ±1/2 -1/2 to ±1/2	+1/2 to ±1 +1/2 to ±1	0 to .062 0 to .062	
MRIERS	108 108 117	57.78 57.78 57.78	5 58 5 59 5 59	1/8	6L 3 V8I 3	3.5x3.25	23.44 39.2 51.2	127@4200 215@4900 270@4700	195.6 250 327	8.7-1 8.7-1 9.7-1	4 4	1.5		0	3	20 20 20 20		0 to +1/11 0 to +1/11 0 to +1/211	±1/4 ±1/4 ±1/4	1/8 to 3/4 1/8 to 3/4 1/8 to 3/4	
UDEBAKER Scotsman 6. UDEBAKER Champion 8. UDEBAKER Commander 8 and	116½ 116½	57.2	56	.2	6L		21.6 21.6	101@4000 101@4000	185.6 185.6	7.8-1 7.8-1	5 5	2.3	N 18	2.	5		11 -	-1 to -2½ -1 to -2½	0 to +1 0 to +1	1/6 to 1/6	
Provincial Station Wagon	11634 12034					5.56x3.63	40.6 40.6	180@4500 ¹² 225@4500	280	8.3-1 8.3-1	5	3.8	18		3	18	17	-1 to -2½	0 to +1 0 to +1	1/4 to 1/4	
UDEBAKER Silver Hawk 6	1201/2 1201/2 1201/2			1	1	3x4.38 1.56x3.63	21.6 40.6	101@4000 210@4500 ¹³	185.6 289	7.8-1 8.3-1	5	2.3	18	2.	3	18	11 17	-1 to -2½ -1 to -3½	0 to +1 0 to -1 0 to +1	1/6 to 1/6 1/6 to 1/6 1/6 to 1/6	
Supercharged	12032	07.I	106	. 1 1	81 3	.56x3.63	HJ. 6	275@4800	289	7.8-1	0	NA	1 18	1	1	18	17 -	-1 to -2½	0 to +1	1/6 to 1/8	

ABBREVIATIONS

- L—Station wagon 22.
 2—Town and Country 22.
 3—10.25—I with fuel injection and special cam.
 4—Station wagon 17.
 5—Suburban 22.
 4—All station wagons 122.
 7—Station wagon 22.
 8—Super Chief 124.
 8—Bonneville 122.
 18—Airpoise 6°.

- 11—Power steering 1½ to 11.

 12—195@4500 with 4bbl. carb.

 12—25@4500 with 4bbl. carb.

 A—Power steering 1½ to ±½, Manual 1½ to ±½.

 B—Power steering 1½ ±½, Manual 1½ ±½.

 C—Left 1½, right 0.

 D—Powerfite 20, Torquefite 18.

 E—Left prefer ½, Right prefer 0.

 F—Special 25@4400, Century 300@4600.

 G—Special 9.5-1, Century 10-1.

- H—Super 24, Roadmaster and Limited 25.

 I—Valve-in-head.

 J—5039 133" and others 149 ¾".

 L—L-head.

 N—Nere.

 NA—Net announced.

 P—Windsor 290 and Saratoga 310, both at 4600,

 Q—New Yorker 3459,4608, 3000 360@5200.

 X—Powerglide 9, Turboglide 7.

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1958 PASSENGER-CAR SPECIFICATIONS (Souped-Up Specs on Standard Models Are Not Listed)

			Bat.	FUEL	SYSTEM	VALVES								
MAKE AND MODEL	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (exs.)	Ignition	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif.	Spark Advance Max, Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhauet (.0)	Intake Valve Opens b or stitle
BUICK Special Series 40. BUICK Century Series 60. BUICK Super 50, Roadmaster 70	12.5-17.5 12.5-17.5		19-23 19-23	5°btc 5°btc	VD VD	30-35 30-35	24-28@3750 24-28@3750	21@12" 21@12"	70N 70N	Ca-RP Ca-RP	51/4-61/2 51/4-61/2	Au Au	Au Au	25°bite 34°bte
and Limited 700	12.5-17.5	30	19-23	5°btc	VD	30-35	24-28@3750	21@12"	70N	Ca-RP	51/4-61/2	Au	Au	34°bte
CADILLAC Sedan 8239, Sedan De Ville 8239D, Sedan 8239E, Coupe 6237D and Conv. 8267. CADILLAC Conv. Biarritz 6267S and Coupe Seville 6237S. CADILLAC Sedane 6039, 7533 and	16 16	30	19-23 19-23	5°bte	VD VD	35 35	15@2000 15@2000	14½@24″ 14½@24″	70N 70N	RP Ca	514-61/2 51/4-61/2	Au Au	Au Au	39°bt
7523	16	30	19-23	5°btc	VD	35	15@2000	141/2@24"	70N	Ca	814-614	Au	Au	39°bt
CHEVROLET 8 Delray, Biscayne and Bel Air. CHEVROLET Delray, Biscayns and Bel Air 283 Cu. In. CHEVROLET Delray, Biscayne and Bel Air 283 Cu. In.	16-21 16-21	30 30	19-23 19-23	to 4°bte	FW VD	35 35	26@3500 28@3750	15@8½" 15@15½"	53N 53N	RP RP	336-436 4-536	Au Au	Au	10½% 12½%
Bel Air 348 Ca. In CHEVROLET Corvette	16-21 18	30 29	19-23 19-23	4°bte 4°bte	VD VD	35 35	24@4800 28@3700	15@15½" 15@15½"	53N 58N	Ca-RP Ca	4-514	Au Au	Au Au	29°42′ 12}⁄2°b¢
CHRYSLER Windoor and Saratoga CHRYSLER New Yorker CHRYSLER 300D CHRYSLER imperial	15-18 15-18 15-18 15-18	27-82 36-40 36-40 36-40	17-20 17-20 17-20 17-20	X 6°btc 6°btc 6°btc	VD VD VD	35 35 35 35 35	18-22@4200 18-22@4800 11-15@2100 18-22@4800	20-34@16" 20-24@16" 20-24@16" 20-24@16"	60N 60N 60N	BB-Ca BB-Ca BB-Ca Ca	6-7 6-7 6-7 6-7	Au Au 15 Au	Au Au 24 Au	13°bte 15°bte 35°bte
CONTINENTAL	15	26-28.5	17-20	6°btc	VD	32	26.5@4000	23@17.5"	70N	Но	5-6	Au	Au	27°bte
De SOTO Firesweep, Firedeme and Firefilie. De SOTO Adventurer	15-18 15-18	27-32 27-32	17-20 17-20	6°btc 8°btc	VD VD	35 35	18-22@4000 18-22@4000	23-29@16.5° 23-29@16.5°	60N 60N	BB-Ca BB-Ca	6-7 6-7	Au Au	Au Au	15°bte 20°bte
DODGE Oeronot Standard 6 DODGE Coronot Custom Royal DODGE D600, Custom Royal and Custom Sierra	18-22 15-22 15-22	39±3 27-82 36-40	17-20 17-20	2°bte 6°bte 8°bte	VD CaP VD	35 35 35	15-19@3600 16-20@\$300 18-22@4000	17-21@16" 20-24@14" 28-29@16.5"	50N 50N	St St-Ca Ca	6-7 6-7 6-7	10 Au	10 Au	12°bte 10°bte 15°bte
EDSEL Ranger and Paper	14-16 14-16	26-21.5 26-28.5	17-20 17-20	7° 7°	VD VD	32-36 32-36	16@3800 21@4000	12@16° 16@15°	55N 65N	D Ho	5-6 5-6	Au	Au	17°bte 27°bte
FORD														
LINCOLN	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N	Но	5-6	Au	Au	27°btc
MERCURY Monterey MERCURY Montclair MERCURY Park Lane	14-16 14-16 14-16	26-28.5 26-28.5 26-28.5	17-20 17-20 17-20	4°bte 7°bte 7°bte	VD VD VD	32-36 32-36 32-36	21,5@4000 21,5@4000 24@4000	22@17" 22@17" 22@16"	55N 55N 65N	Ho Ho Hu	5-6 5-6 5-6	Au Au Au	Au Au Au	34°bte 34°bte 27°bte
OLDSMOBILE Dynamic 88 and 98	16	28-32	19-23	5°hte	VD	30	22-25@4400	18.5-21.5@16"	70N	RP	5-6	Au	Au	16°btc
PACKARD Hawk	13-18	28-34	19-23	4°b4c	VD	33-38	24@2000	16@12"	50N	St	6-7	A	A	11°btc
PLYMOUTH Savoy, Plaza and Belveders 6 *LYMOUTH Savoy, Plaza and Belveders 8 *LYMOUTH Fury.	18-22 15-18	39±3 27-32	17-20 17-20	2°bte	CuP	35 35	15-19@3600 16-20@4600*	17-21@16° 23.5-28@16°	50N 50N	BB St	6-7 6-7	10	10	12°btc 8°bte
PLYMOUTH Golden Commande	15-18 15-18	36-40 36-40	17-20 17-20	8°btc	CeP VD	35 35	14-18@2000 [8-22@4000	18-23@18" 23-29@16.5"	50N 50N	Ca	6-7 6-7	12 Au	18 Au	17°bte 15°bte
PONTIAC Chieftein and Super Chief PONTIAC Star Chief and Bonneville	16 16	28-32 28-32	19-23 19-23	6°bte 6°bte	CaP CaP	33-88 33-38	30@4600 30@4600	21.5@13" 21.5@13"	53N 58N	RP Ca	514-614 514-612	Au Au	Au	22°btc 30°btc
RAMBLER 6. RAMBLER V8. RAMBLER Ambassader	16 16 16	28-35 28-32 28-32	19-23 19-23 19-23	5°bte 5°bte 5°bte	VD VD VD	33–37 33–37 33–37	20-24@4200 34-38@4000 34-38@3800	23@17" 25@15" 22@16"	45N 50N 60N	Са Но Но	4-5½ 4-5½ 4-5½	12 12 Au	16 14 Au	12½°bte 12½°bte 12½°bte
TUDEBAKER Scotsman 6, Cham- pion 6 and Silver Hawk 6. TUDEBAKER Champion 8 and Silver Hawk 8. TUDEBAKER Prosident 8. TUDEBAKER Golden Hawk 8	20 13-18 13-18	38-40 28-34 28-34	17-20 19-23 19-23	2°btc 4°btc 4°bte	VD VD VD	28–33 33–38 33–38	14@2800 24@2400 24@2400	18@12" 16@12" 16@12"	50N 50N 50N	Ca St Ca•	3½-5½ 3½-5½ 3½-5½	C A A	C A A	15°btc 11°btc 11°btc
Supercharged	13-18	28-34	19-23	4°btc	VD	33-38	24@2400	16@12"	50N	St	6-7	A	A	11°bte

ABBREVIATIONS

A—23-25 hot.
Au—Automatic.

—20**Dist special cars.

—With dual carbs. 20-24@4800

C-16 cold. Ca-Carter.

Mechanical tappets: Int. J012, Exh. J018, Exh. J018, tappets), 35 btc. D—Ford or Holley.

A - 23-25 hot. BB—Bal. and Bal. Ho—Holley

Mac_Before too center.

CsP—Crankshaft pulley.
D—Ford or Holley.
FW—Flywheel.
Ho—Holley
N—Negative.

RP-Rochester Products.

St—Stromberg. te—Top dead center.

VD-Vibration damper. X-Windsor F'bit. Saratoga 6°btc.

V



THE NEW ROCKETS ARRIVE... BRINGING OLDSMOBILE DEALERS

OLDS mobility

A NEW WAY OF GOING PLACES IN SALES FOR 1958!



Introducing NEW-MATIC RIDE* A TRUE AIR SUSPENSION!

Customers and prospects will experience the smoothest, quietest, most comfortable demonstration ride they've ever had, thanks to New-Matic Ride* (Oldsmobile's true air suspension) because they'll really be riding on air! Conventional metal springs are completely eliminated . . replaced by four rugged air chambers. Each wheel is cushioned in air, keeping the car on a level plane at all times, regardless of load or road. New-Matic Ride* instantly and automatically absorbs bumps and jolts—turns every byway into a smooth, quiet highway!

*Optional at extra cost

A brand new word rockets its way into the English language . . . it's OLDSmobility! To the motoring public, OLDSmobility represents new styling, new design, new power, new features and new economy—a whole new way of going places in the Rocket Age! To Oldsmobile dealers, OLDSmobility means a new way of going places in sales! Oldsmobile's new "Mobile Look"—quiet, good taste in sweeping lines of action . . . new Rocket Engine performance coupled with historymaking fuel economy . . . and years-ahead features such as New-Matic Ride, all make '58 the right year to be with Olds!



New, mere efficient Recket Engine gives outstanding performance. Remarkable improvements in carburetion offer up to 20% greater fuel economy.



New Trans-Portable Radie* serves as a regular car radio, but can also be easily unlocked and used as a lightweight, 160hour, transistor portable.

OLDSMOBILE *** '58

DIVISION OF GENERAL MOTORS CORPORATION . LANSING, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for December 1957

Want more facts? Use Reader Service Card Page 78

Readers are invited to contribute to— SHOP TALK

THE BIG IDEA

Chrysler Corp.'s Big Picture (see page 96) reportedly is the result of a peeve produced in Angelo Serratoni, head of the engineering photographic department, by a public relations man with big ideas.

"Ange," said PR man Bill

Adams, "you don't ever think Big . . .You miss the Big Picture."

Angelo was puckered, Adams said, and vanished for perhaps a whole day. Everybody assumed he was off in a pout. Maybe he was, but in addition he was getting the Big Picture, according to Adams.

Readers may laugh to see the



A column of informal comments about the automotive trade and its problems.

Perfected by THREE cooperating automotive engineering groups working as one unit.



Each family of pistons, pins, rings and sleeves are perfectly mated to each other.



LEEVE ASSEMBLY SETS

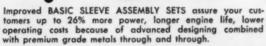
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► Lower labor costs

Maximum customer satisfaction









It's marvelous how pistons, pins, rings and sleeves function together in perfect harmony as a "family." Indeed! this revolutionary precision technique is introduced for the first time into the truck and tractor field through cooperative efforts of automotive engineers representing three nationally known manufacturers.

BASIC emphasizes top quality very moderately priced. Features include overbores, tin plated pistons and chrome rings for extra long service. No wonder BASIC is such a great favorite with tractor dealers and repair shops from coast to coast.

Order from your jobber or from the following warehouses:

J. B. COOK AUTO MACHINE CO. 1503 McGavok St. Nashville, Tenn.

H-M PARTS COMPANY
2617-23 Warwick Kansas City, Mo.

JOBBERS SERVICE & SUPPLY CO. 806 W. Grand Ave. Okla. City, Okla.

JOBBERS SERVICE, INC. 523 Simpson St., N.W. Atlanta 13, Ga. THE MANDIS COMPANY
1016 Monroe St. Fort Worth, Texas
NATIONAL AUTOMOTIVE PARTS
WAREHOUSE CO.

1701 Maury St. Houston, Texas
SOUTHWEST AUTOMOTIVE WAREHOUSE
1611 Avenue G. Lubbock, Texas
SOUTHERN BEARING & PARTS CO.
500 N. College St. Charlotte 1, N.C.

TOOLS & PARTS WAREHOUSE, INC. 2816 Commerce St., Dallas 26, Texas front end going and the back end coming both at the same time, Adams said. He added, however, that he would enjoy nothing more than pasting the outer ends together and sitting in the middle.

AN "ODE" TO AD

Can you define the intangible quality of advertising?

Here are some pertinent observations by an expert, T. F. Hall, vice-president in charge of sales promotion, Walker Mfg. Co., Racine, Wis., which were directed to the firm's sales force:

To many people advertising is one of those elusive, intangible, immeasurable marketing forces. Somehow we know that without it the job of taking a product to market would be a long, stark, lonely task. Somehow we know that when used consistently and intelligently, advertising creates in the "minds of the market" a positive and definite "product image" . . . a feeling of closeness and confidence such as you have for a friend of long standing.

Somehow we know that a printed word has more believability than the spoken word . . . that when you "see it in black and white" it must be so. Somehow we know that when a company submits its products openly and pub-

Address any comments to: Southern Automotive Journal, 806
Peachtree St., N.E., Atlanta 8, Ga.

BASIC SLEEVE ASSOCIATES

FOR TOP PROFITS IN LAMPS

TUNG-SOL

Tung-Sol standards of lamp manufacture have been more than meeting the performance requirements for American car-makers for more than half a century. In the renewal field, Tung-Sol's leadership in lamp engineering, in packaging and sales-aid material helps you maintain lamp

volume at highest levels. Keep an eye out for customers' lamp needs and push Tung-Sol for profit!

Standard 7-inch type: 5040-S (6-volt) and 5400-S (12-volt).

Special For Your Fleet Accounts

Ruggedized 5440-S has exclusive design features to meet toughest service conditions. It will get you a lot of fleet business. (Also, special miniature types designed for truck and bus use.)

FLASHER PROMOTION KIT

Services 100% of Needs!

Consists of #10 Tung-Sol Heart Assortment: 5 flashers on a colorful display card. Back-Up Stock Stacker: 5 flashers to keep display complete. Service Guide: handy direction signal servicing instructions plus flasher and lamp replacement chart for all domestic cars. See your Tung-Sol supplier!

CHECK THOSE LIGHTS

Inspection reports show faulty lighting is on the increase Urge your customers to light inspection part checked. Make light inspection part checked.



NEW! FOR 4-HEADLIGHT CARS

The 5%-inch, 4001 and 4002 12-volt lamps. 4001 has single high beam filament. 4002 has double (high and low beam) filament.

Special Introductory Package For 4-Headlight Car Service. Low-cost introductory package contains four each 4001 and 4002 5%-inch Vision-Aid Headlamps. Just what you need to take care of immediate service requirements.



VISION-AID HEADLAMPS





MINIATURE LAMPS

Packaged for your convenience to boost onthe-spot sales. Both 6-volt (No. 100) and 12-volt (No. 70) assortments. Sturdy plastic cabinets keep stock orderly and last and last for other handy uses.



VISION-AID HEADLAMPS · MINIATURE LAMPS · SIGNAL FLASHERS

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Philadelphia, Pa.; Seattle, Wash. Canada: Montreal, P. Q.

licly to the great court of the final consumer, it gains dignity and stature.

Yes, advertising is perhaps as intangible as a handshake . . . as elusive as a smile or a pat on the back . . . as immeasurable as the universe . . . and yet it becomes a definite part of the personal experience of everyone it touches . . . first as a "whisper" in their consciousness and finally as a "shout" in their memory.

In their memory.

The strange thing about advertising in publications is that all advertisements start as a blank page of white paper. How effective that page of paper becomes depends upon how it is used... what we may have to say to the thousands of potential customers who see it... how we have styled it and dressed it up to demand attention.

There have been many studies made to determine the effectiveness of advertising to assist in the building of more effective advertising. None of them is infallible, for advertising is not an exact science. Two and two does not always make four in advertising . . . sometimes it can make forty!

Perhaps advertising is intangible ... but, if so, in an intangible way it makes quite an impact. Perhaps an advertisement is no different from a personal sale contact . . . it's what you put in it that counts.

NOT "IKENSAW"

"Pop" Mayfield does a superb job of getting out the A.A.S.A. Bulletin, official publication for the Arkansas Auto Service Association, with headquarters at Little Rock.

And William R. Mayfield, the retired veteran garage operator, also gets off an occasional clever quip, like this latest one:

"Mawning, Ahkinsaw (not Ikensaw), a wonderful state in which to live."

IT'S NO SECRET

"Don't keep it a secret. I would like to know also."

So wrote S. B. Fawcett, Sr., of Fawcett's Esso Service Center, Belle, W. Va., concerning information on a machine for making distilled water for storage batteries, following publication in this column of a letter requesting data on such a machine.

Such information as we have is available to anyone upon request.

HIS WORK REMAINED

It's not such a cold, hard world, after all, as the family of Bert Cappel, salesman for J. F. Kurfiss of Chieftain Pontiac Co., Alexandria, La., found out following his death in a traffic accident.

The day after Cappel was killed, two of his potential customers called the office and inquired if they bought cars would Cappel's family get his commission. Kurfiss said the family would be credited, and both bought cars.

Modernizing Muffler, Brake (Continued from page 35)

mechanics and some servicemen. There is a 20' clearance between the steel posts. Line mechanics, working on salary plus commission, take down and install brake units, but all fitting of drums and cylinders is done by lathe specialists in the adjoining machine shon.

The latter provides 1,800 square feet of space, with one side used for some of the fastest-moving parts. The shop is equipped with three new lathes, two shoe grinders and a brake shoe machine. One lathe has a drum-grinding attachment. The shop also has a riveter and deriveter, and eleven floor jacks to fit all cars and trucks.

The shop policy on brake relining jobs is to sell a complete cylinder overhaul with every job and give a 15,000-mile guarantee. Superintendent Jack Connery says, "If a customer needs a new brake lining, he also needs the cylinder cleaned and refitted to make the job stand up. Selling a reline only at a cheaper price is taking a chance that the fluid will leak through and ruin both the new lining and the customer's good-will. We will have demonstration units to sell this idea to prospects."

Connery also believes that the growing popularity of power brakes will make more work for his department. Linings of these units, it was claimed, need replacing at 12,000 to 14,000 miles instead of the longer intervals of the "manual" type. The higher engine compression and horsepower of modern cars are also believed to wear out muffler systems faster.

Therefore, with a half million cars in the Miami area at the peak season, future prospects for volume operations on these specialty jobs look good for the service firms which are set up to handle them quickly and well with streamlined

methods and promotion to match.

Owner Kandel has had long experience in the automotive field since 1914 in dealerships, used-car lots, repair and car-laundry operations, mostly in the Brooklyn, N. Y., area. The Miami station is at 835 N. W. 42nd Ave. All mechanics wear special green uniforms lettered "Sta-Rite."

Additional equipment in use includes hydraulic bumper jacks and axle stands, brake bleeders and tool stands, creepers and a full line of hydraulic brake parts and brake lining.

A 49-cent special on adjusting brakes introduced the service to new customers.

Try "Quality Control" (Continued from page 32)

work" traffic will be reduced, allowing more time and space in which to increase shop dollar vol-

Just as the "alley garage" has been replaced by modern dealership and independent repair shops, the inferior workmanship of the "blacksmith-type" mechanic must be replaced with that of a highly technical, skilled and trained mechanic who performs only topquality work.

Realizing this, manufacturers are establishing training centers at the key points throughout the country. These centers are for the specific purpose of training sales and service personnel in doing a top-quality job. However, they will accomplish nothing unless dealers insist that their personnel attend the clinics.

With about one employed person out of every seven in our country directly or indirectly earning a living in this industry, and practically the entire population dependent on automotive transportation, we can ill afford anything but the highest quality in material and workmanship.

This can best be assured by establishing and maintaining a strict Quality Control Program.

Chrysler Appoints Julius To Charlotte Post

Donald A. Julius has been designated Plymouth regional sales manager for the Charlotte, N. C., zone of Chrysler Corp.'s automotive group marketing organization.

Julius, a University of Michigan graduate, was general manager of a Buffalo, N. Y., Chrysler-Plymouth dealership before joining Plymouth in 1956.

Solve Under-Car Problems with **MOOG Chassis and Suspension Parts**

Try these items...discover MOOG quality!

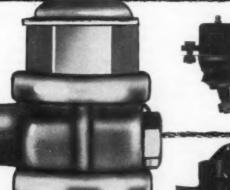
K-251 MOOG "BALL-BEARING" IDLER ARM KIT.

"The poor man's power steering." Idler arm "floats" between ball bearings. Adjusts out steering play. Fits four out of five cars.



MOOG "GUSHER-BEARING" TIE ROD END.

Longer lasting because wear surfaces are always properly lubricated, Available for most autos and trucks.



MOOG "GUSHER-BEARING" BALL JOINT.

For 1955-57 Chevrolets. Upper unit, K-660. Lower unit, K-670. Make steering safer and quieter.

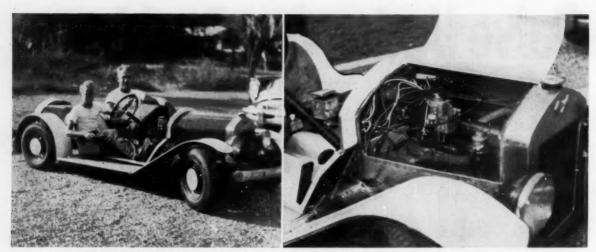


K-245 MOOG "TENSION-LOCK" INTERMEDIATE STEERING ARM KIT.

Spring assures proper tension. Locks out stud end-play. Stops rattles. Speeds installation. (Rebush old kit in spare time for next job.)



For additional information and catalog, write: Moog Industries, Inc., St. Louis 14, Missouri, U.S.A.



A. K. "Bobo" Hayes and his son, Kenny, and the "mystery" engine.

Florida-Made 'Stutz'

By C. Winn Upchurch

I F YOU don't like the new-car designs and want something different—like a 1916 Stutz "Bearcat"—build your own.

That's what A. K. "Bobo" Hayes of St. Petersburg, Fla., did, and now he's a familiar sight buzzing about the Florida Suncoast in his miniature Stutz, the favorite of the college set of the Roaring '20s.

Hayes, manager of Pinellas International Airport in St. Petersburg and a veteran pilot himself, says, "I always wanted a Stutz Bearcat when I was a kid and saw gay blades spinning about my hometown during football seasons with raccoon coats flapping."

Since genuine, world-famous creations of Automotive Engineer Harry Stutz disappeared some 30 years ago, Hayes scoured countless junkyards for a survivor without success.

"My dream was to find some forgotten carcass of a Stutz in a garage and rebuild it like new, but I found all such cars were claimed long before by antique car lovers," he said.

His only alternative was to build his dream car.

He decided on a miniature Bearcat and drew up plans from those he found in old, dusty car books.

First, he built his own box-

girder frame, machining and welding the fittings for engine and chassis parts in his garage. He got the wire wheels from a small race car, including two extra spares riding the aft section in true Stutz style. He fashioned another Stutz hallmark, long sloping fenders, from sheet metal. These he branded with the telltale "finger" crinkle so well-known by old-car fans.

He provided the dash panel with fine, polished mahogany decorated by instruments and a silver plate proclaiming the car was built by the "Hayes Motor Works, St. Petersburg."

"Everywhere I go in this thing, people gather and want to know what company builds these models," Hayes said. "When I say I built it, they think I am kidding them. When they ask about the engine I don't permit them to lift the hood. I tell them it is my mystery engine. I do tell them, though, that it's overhead valve with the block carrying larger pistons than the manufacturer dreamed possible."

On the rear of the tiny car are carbide lights which Hayes found in a Massachusetts antique shop, and which many years ago adorned some handsome buggy, no doubt.

The battery fits into a box at

the rear. On each side of the dashboard are lights which Hayes salvaged from an electric automobile.

Hayes said the car can do 80mph. He worked nights and weekends for three months before the little Stutz was ready for the highway. He doesn't know what it cost to build.

"I lost track of what I was spending on it after the first month." he said.

Although Hayes calls it a "mystery" motor, he did permit a SOUTHERN AUTOMOTIVE JOURNAL photographer to take a quick shot under the hood before he buckled it down again.

Hayes said he would like to see small-car owners form clubs, and he offered to help others interested in building a "Bearcat."

"They can borrow my plans and I'll help them wherever I can," he said.

Mr. and Mrs. Hayes and their two children, Patricia, 14, and Kenny, 12, reside at 5152 108th St. N., in St. Petersburg.

Hayes taught Kenny to drive a car when the boy was five.

Port Arthur Dealer Dies

Leslie "Les" Cloar, 56, vicepresident and general manager of Smith-May Motor Co. of Port Arthur, Texas, died last month while on a hunting party. In addition to Smith-May, Cloar was a partner with Howard Smith in Border Motor Co. of Orange. He was past president of the Automobile Dealers Association of Port Arthur and a member of Buick Dealers Council of Texas. · LINCOLN · DODGE · OLDSMOBILE ·

PLYMOUTH · BUICK · CONTINENTAL

· FORD · CADILLAC · CHRYSLER

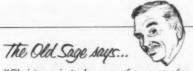
DE SOTO · CHEVROLET

· MERCURY · RAMBLER

PONTIAC · WILLYS · PACKARD

· STUDEBAKER · EDSEL · IMPERIAL

Merry Christmas



"Christmas is truly more of a season for thanksgiving than Thanksgiving itself. The joyous spirit of Christmas is around us everywhere. Truly a time when we can all put real meaning into a phrase that can't be said too often, "Merry Christmas everyone." Thanks to the feeling of mutual friendship and trust between Associates and its many dealers . . . in so many instances based on years of daily contact between cooperating individuals . . . this, our published "Merry Christmas," strives to rise above mere ink on paper, and gratefully—sincerely—bring you "The Season's Best" from the folks who are your own friends at Associates: Joe, the Manager; Pete, the Credit Manager; Sally, the Cashier; Jack, the New Businessman; and the others whose faces or voices are familiar. All join in wishing you a Very Merry Christmas and a Happy, Prosperous New Year.



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO



oversights that bring the customer back complaining. He's delegated the job of making special shop checks to various of our specialists to try to cut the possibility to a minimum. For instance, our battery man makes a circuit of the shop and body shop to check batteries on cars waiting out parts orders or long-winded repair work. He keeps the battery charged up and ready. Same with the radiator man, since we had several cars come back boiling that hadn't boiled before. Seems the cores

Dear Bill.

Yeah, man, some of our customers are showing interest in the small cars; many have bought foreign economy midgets as second cars and errand cars.

Before the novelty wears off they usually use them a lot for holiday drives and evening rides, too, but they finally switch back to the bigger job for comfort and roominess.

But it isn't a case of our big manufacturers completely missing the boat. Several of them shelved midget cars they developed and tested as far back as ten or 12 vears ago. But the available market was not such as to support one of the necessary assembly lines necessary to hold down costs. I've heard descriptions of some of these "model" vehicles that would indicate they could show plenty of advanced features to the foreign cars we are getting at this late date.

It will probably take another few years to prove if it is a fad or a substantial change of thinking before domestic manufacture will begin. We take no chances in our shop; we've been taking on any of the jobs they brought us on the economy or sports cars. The Old Man says he may decide to add a small car line to our dealership. so we're all set if he joins the parade.

We've caught a few beefs from customers who have experienced broken windshield washer jars from freezing. We try to watch for this possibility when installing anti-freeze, but we must have overlooked a few during the rush at the first cold snap, and now we are rechecking when cars come in for other service. Those using the rubber bag as a water container are safe enough, but the glass-jar type needs protection with the special chemical.

The Bull-of-the-Woods is always extra-sensitive to these shop



Johns-Manville Factory-Type

Here's what they're saying about J-M Brake Clinics



"My brake business has increased 50% since I attended the J-M Clinic." Service Manager, Philadelphia, Pa.

"Best training in brake service available anywhere today. Mechanic, Dayton, Ohio

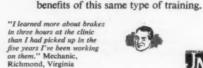




Our customers are still talking about the clinic e sponsored 4 months ago. We plan to do it again soon." Distributor, Cincinnati, Ohio

"I attended the first clinic in our area. Next time I'll send all my men." Manager, Azuza, California





Distributors.



"The greatest advance in brake service

training in thirty years"- that's what

they're saying about the new Brake Clinics

sponsored by local Johns-Manville

Many Brake Clinic graduates compare

them favorably with the intensive factory

courses conducted by automobile manu-

facturers for their dealers. Now, for the

first time in many areas, all repair shop

owners and mechanics can reap the



rusted up while sitting empty for several days.

Needless to say, these inspections not only hold down comebacks, they also sell a lot of work and parts we probably would have missed. Surprising how many new batteries have been sold, and the number of radiator hoses, boilouts, fan belts and the like. Finding a needed replacement that was not included in the original estimate while the job is in process always gives us time to contact the owner and make a sale. If he has to

come back for a replacement after taking delivery, he often suspects that the shop was at fault and expects an adjustment.

Yrs, Ed.

Pushing Car Sales

(Continued from page 33)

ployment on our sales staff. We never knowingly take a sales employe away from another company. We do require that applicants be ambitious, resourceful and dependable, as well as self-dependent. Unless a man can help himself, he cannot help us. To help himself he has got to know how to sell cars. We have no educational prerequisites that he has to meet, but we do underscore as a basis for successful car selling his willingness to work long and irregular hours.

Spending between \$1,500 to \$2,000 a month on promotion, our program is designed to help our salesmen do a better and bigger job. We are on two local radio stations and advertise in two local newspapers. Four times a year we put out direct mail on new and used cars to our former car buyers.

We promoted fine values to be had on our mercury-vapor-lighted car lot by announcing an Autorama with the distribution of 8,000 circulars. We used the occasion of our 15th anniversary to send flyers to every boxholder in Frederick and Clark counties.

Of further help to our men, though each is a hardhitting topnotcher using his ingenuity and sales skill in closing sales, is our subscription to the factory's training program. In three meetings a week we review car features and the essentials of salesmanship, illustrated with films and slides. There is a morning sales meeting daily in which we go over prospects and pending sales.

We have achieved what we set out to do. Today the sale that would mean little profit to the company is a sale that our salesman would just as soon not pursue. Only the deal that yields profit for the company and for himself is the deal worth the effort.

Former Arkansas Manager Dies in Little Rock

WILLIAM Lindsay "Link" Lewis, 73, former secretary-manager of the Arkansas Automobile Dealers Association, died recently in Little Rock.

A native of Scott County, Ky., Lewis moved to Arkansas in 1912 and became active in the automotive field. He was made a field representative and sales promotion

mager of the Chevrolet Division of General Motors Corp. in 1923. Ten years later he took a similar position with Dodge Division of Chrysler.

He became secretary-manager of the Arkansas association shortly after its formation and held the job until his retirement in 1950.



Distributors offer you Training in Brake Service

Here's how the Brake Clinics work. In one evening . . . and right in your local area you get a thorough training course in brake service. You actually see how to service every standard type of brake on the road today plus new trends in brake design. Giant demonstration units, three times normal size, take the guesswork out of brake adjusting . . . show clearly where to look for trouble . . make your brake service more efficient.

These Brake Clinics also include valu-

able tips on how to increase your brake business...to make more profit on every job...to make your shop headquarters for brake service in your community.

Offered exclusively by J-M Distributors, these Brake Clinics are just one of many advantages enjoyed by their customers. Find out all the reasons why shop owners and mechanics say, "You get a better deal with J-M." Call your local Distributor or write Johns-Manville, Box 14, N.Y. 16. In Canada, Port Credit, Ont.

ONLY JOHNS-MANVILLE GIVES YOU ALL FIVE: QUALITY PRODUCTS - PRODUCT AVAILABILITY - POWERFUL ADVERTISING - BRAKE CLINICS - OUTSTANDING RESEARCH AND DEVELOPMENT

Johns-Manville <u>asbestos</u> Brake Linings



Behind a light tow truck, this socalled "skid trailer" developed by General Motors Proving Ground staff is used by highway engineers to check coefficient of friction or "skidability" of all types of pavement surfaces. The device is assembled from standard automobile and truck parts so that any highway department can build one inexpensively for regular road surface tests to determine whether pavements are worn too smooth for safe driving, particularly in rainy weather.

TAKES LONG LIVED



Those shiny new Rotors and Distributor Caps won't look the same after even a hundred miles. Vibration, knock, bump! Heat, cold, water, oil! How long can they stand it?

PROFITS

There's no profit in a chipped rotor, no protection in a cracked cap. That's why the smart boys insist on replacing with P & D Quality Controlled parts. P & D's rigid control system starts with the raw materials, continues with engineering and production line supervision, winds up with a triple inspection of the finished product.



For the sake of your reputation and your profit make P & D your standard for all ignition jobs.



MANUFACTURING CO., INC.

Established 1920

19-02 Steinway Street, Long Island City 5, N. Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, III.

Greater Aluminum Usage Cited by Kaiser Head

A N INCREASE in the use of aluminum in the 1958 model cars by 13% over the previous year has been announced by R. C. Bichan, automotive industry sales manager for Kaiser Aluminum & Chemical Sales, Inc.

A company-by-company survey of the industry by Kaiser Aluminum's market research staff indicated a gain of 81% over 1955. The average amount of aluminum in the new models is 44.9 pounds, compared with 39.6 pounds in 1957 and 25.8 pounds in 1955.

Greater usage of the metal is evidenced by the appearance of aluminum grilles on seven more models, as well as the stepped-up use of aluminum in fabricating brake drums, automatic transmissions and power assist units.

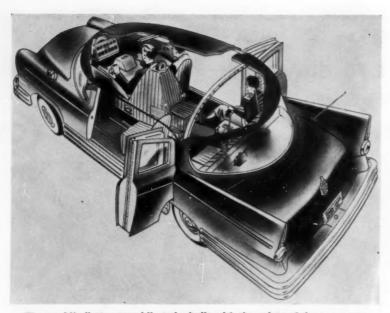
General Motors automobiles reveal the biggest gain in 1958 with an average of 30% increase per car—from 32 pounds to 41.6 pounds. Chrysler Corp.'s Imperial line uses 119 pounds of aluminum. However, some top luxury models surpass this figure, in some cases using more than 200 pounds, according to the survey.

Private Truckers Stress Safety at Meeting

Service with Safety" is the theme selected for the 19th annual convention of the Private Truck Council of America, slated for the Sheraton Hotel, Philadelphia, Jan. 30-31.

The safety theme will be emphasized in all discussions and panels on "Design for Efficiency," "Maintenance," "Driver Training," "Local Deliveries," "Long-Haul Deliveries" and "Interplant Movements," said PTCA Managing Director James D. Mann.





The world's first automobile to be built with the safety of the occupants as the sole design objective was built in a joint undertaking by Liberty Mutual Insurance Co. and Cornell Aeronautical Laboratory, Inc. A preliminary research program reportedly showed that most automobile accident injuries were caused by occupants being thrown against the windshield, steering wheel, dash or other fixed objects in the car. To eliminate or reduce the severity of such accidents, the concept of "packaging" the passenger was developed and carried out in the construction of the car by strengthening the body; designing the doors oc crash forces could not open them; securing the passengers inside with seat belts or other devices, and eliminating or redesigning objects or controls. Driver is centrally located in the front seat. Two steering control handles and all other necessary driving controls are mounted on the same movable panel which contains the driver's body restraining yoke. All seats are of the bucket type. A rear-facing seat built on the back of the driver's seat faces individual rear seats located somewhat farther back than usual. Five windshield wipers retract out of sight when not in use. Doors open and close like telephone booth or bus doors and the driver can manipulate either without leaving his seat. Smoothly shaped front and rear bumpers wrap around sides of car.

Doubling Tune-Ups

(Continued from page 36)

service and training in customer approach, in how to take a rundown of items to be checked out in a time-saving sequence, and in outlining corrections and replacements needed is one that sells you more than equipment. We follow a procedure sheet that formalizes routine and speeds up our tune-up program. It is dollar-building profitwise.

We listen to every car rolling in here for sounds that mean hard starting, engine cut out, stalling, or loafing. We ask customers how their cars behave, and when they tell us they get poor gas mileage, an engine miss, no power on a hill, or slow pickup, we offer to analyze the trouble on our machine.

We then schedule an appointment for the car. If the customer has to stay around, fine. We let him know what tests we are taking on the machine and how his engine measures up. If not, we show him our findings as spelled out on the procedure sheet.

Starting with spark plug inspection for proper heat range, we check and take readings on about 20 items listed on our printed sheet. By each item we have an okay check box and another for needed corrections, replacements, repairs, or adjustments. On the back of the sheet we make our recommendations.

I can assert that some conditions would have escaped me if I hadn't had this new equipment. We had a customer complaining of a miss in a new '56 car. We checked out and everything was according to specs, except in high-tension wiring.

We found a voltage drop. Rewiring brought a sale of \$8—wires \$5.50 and \$2.50 labor. I could not have cleared up that miss without an analyzer.

In another case where the customer complained of poor high-speed operation, the trouble was revealed in checking the vacuum advance chamber. This was a \$5 sale—\$2.50 for a vacuum chamber and \$2.50 for labor. I am certain I could not have found this without up-to-date equipment.

Another car presently had an engine miss which I could not have cleared up without a machine. Taking a high-tension current reading, we found high resistance in the distributor cap. The total sale came to about \$4.50 for distributor cap and points.

We had equipment prior to our recent investment in an analyzer. We had also attended clinics provided by suppliers. But it was our five-week training course in Baltimore and the hours spent on related manuals after class that gave up knowhow and efficiency.

It is a great satisfaction when our customers notice the difference. They tell each other and help us make new customers. They, in turn, become steadies, increasing our over-all repair volume.

So far, our tune-up program has been promoted by personal talks with customers. We tell them to come in for a tune-up every 10,-000 miles, unless in the meantime something goes wrong. However, we are now setting up a follow-up on tune-ups in the way we handle lubrications, and expect to send out direct-mail advertising to our customers.

A good machine is a good merchandiser. It pays for itself and makes money for you. But how you are trained to use it and what procedure you follow for testing are very important. Check first with a variety of dealers and equipment before you invest.

Johns-Manville Selects Fisher Board Chairman

A DRAIN R. Fisher has been named chairman of the board of Johns-Manville Corp., following the retirement of Chairman Leslie M. Cassidy.

Fisher continues as president and director of the corporation, offices which he has held since 1951. Cassidy remains a director and will be available as a consultant.

Clinton B. Burnett has been elected to the newly-created office of executive vice-president and a director. Designated "principal assistant in the administration of the company," Burnett joined the company in 1931.



BLUE-EYED NURSES

want Delco Batteries!

And they've got inside information from doctors, who also prefer Delco. In fact, the surveys of three leading national publications proved that all America names Delco as its No. 1 battery preference. For very good reasons, too. A Delco battery not only offers the freshest power money can buy but is also backed by a General Motors warranty good all over the United States and Canada. Stock Delco, and see how profits take a turn for the better—even if a nurse never comes near your place.

distributed nationally by



General Motors leads the way-Starting with Delco Batteries

ON CBS RADIO-LOWELL THOMAS NEWSCAST . ON CBS TV-"HIGH ADVENTURE WITH LOWELL THOMAS."



'58 to Lift Volume

(Continued from page 30)

been effective since early this year. G. H. North listed volume up 15% at North Motor (Rambler), Blackwell, Okla., and laid it to "more cars on the road and better service." He anticipated the same volume next year as this, and this entire year should whip '56 by ten per cent, he said. His \$3.50 rate has been effective since Jan. 1, 1955, and a raise is planned.

"Improved shop equipment" aid-

ed the five per cent climb at Pitt Motor Co. (Chevrolet), Gretna, Va., reported G. W. Dawson. The whole year should exceed '56 by six per cent and next year should bring a rise of seven per cent, he said. No raise is planned in the \$3 rate in effect since May 1955.

A five to ten per cent increase in volume at one Texas garage was attributed to "modern living and new cars' requiring repairs sooner." The owner asserted that "today's high-speed driving causes more trouble." R. H. McMillin said that volume was up ten per cent at Union Auto Service (Buick), New Albany, Miss., attributable to "more people using the same cars instead of trading." His labor rate of \$3.50 an hour has been operative since last Jan. 1.

James Andrews said that volume was down five per cent at Andrews Body Shop, Vicksburg, Miss., due to customers being "short on money." He has eliminated credit entirely. His labor rate of \$3.50 is being raised soon to \$4.

A Washington, D. C., service station's volume was down 25% because "money seems to be tight." The labor charge of \$3 has been effective nearly two years and no hiking was played.

hiking was planned.

Edward J. Stamm reported volume up ten per cent at Ft. Mitchell Garage, Inc., Covington, Ky., credited to "more customers, primarily due to doing more specialty work such as frame straightening, wheel aligning and balancing." The mechanical rate of \$4 has been effective since January 1956 and no change was planned.

Volume down 29% Here

Volume was down 29% at K. & T. Motor Sales (Dodge-Plymouth), New Johnsonville, Tenn., said Alvin C. King, because of "doing too much pre-delivery work on new cars. Also too much free work on customers' new cars." The year will wind up about 26% off and the '58 volume should equal 1957's, he said. The \$4 rate in effect since February 1955 will be left unalter-

Shop business was up 20% at Wheelers Garage, Largo, Fla., reported L. D. Wheelers, because of "increase in population."

He was handicapped in any effort to raise his \$3.50 rate because "most of our customers are retired, living on pension or social security." Next year's volume should beat '57's by ten per cent, he calculated.

C. M. Canon listed volume as up 16% at Canon Motor Co. (Pontiac), Opelika, Ala., because of "new building with modern equipment and featuring the service department."

"We are shooting for 20% increase next year," he commented. The rate of \$3.50 will not be raised, but it depends on "operating cash."

The mechanical rate of \$2.50 an hour, effective since 1947, will not be raised at Andalusia Motor Co. (Ford), Andalusia, Ala. Volume was up there by 25%.



The Lamson Automotive SILVER LINE offers you these special advantages:

- Perfect fit between cap screws and nuts. No fumbling or lost assembly time.
- Plated to give that quality look and the long service your first-class repair jobs deserve.
- Buy with confidence. The Lamson Silver Line provides an extra margin of safety on shock, tension, torque and fatigue requirements.
- Yes, "You'll Take A Shine To SILVER LINE..." and so will your customers!

SIZES AVAILABLE

Cap Screws... Coarse \(\frac{4}{2} \) to \(\frac{4}{2} \) diameter and fine (SAE) threads \(\frac{4}{2} \) to 4'' length

Nuts... Coarse and fine (SAE) threads ½" to ½"

Lock Washers ¼" to ¾" bolt size

SAE Flat Washers %" to %" boit size

Clip the coupon below and let us send you additional information on Silver Line.

	Please send me more information on the Silver Line.
The LAMSON &	Name Company St. & No. City Zone
SESSIONS CO. WORLD'S LARGEST MANUFACTURER OF AUTOMOTIVE FASTENERS	Jobber Repair Shop Other The Lamson & Sessions Company 1973 West 85th Street Cleveland 2, Ohio Plants at Cleveland and Kent, Ohio Birmingham * Chicage

Ditzler offers you 2 GREAT PRIMER SURFACERS in 6 colors for every refinishing need!



They're Better 7 Ways!

- Saves you money! High solid content gives more filmforming materials. Fewer coats needed. Free from shrinkage.
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- You get superior performance! No splitting or chipping around the feather edge. Feathers out beautifully to a mere shadow.
- 5. Your jobs will stand up longer! Detroit and Florida exposure tests show Ditzler's superiority in durability under the most severe weather conditions.
- 6. Saves you time! Famous for non-settling. No time wasted in laborious stirring. Stirs easily even after thinned material has stood for hours in gun cup. Does not settle hard in can.
- 7. Handles easily! Convenient easy-to-pour cans. Oblong type with LARGE opening—no waste in pouring.
- Ask your local Ditzler jobber for these outstanding undercoaters and see for yourself how much better they are.

Ditzler Color Division, Pittsburgh Plate Glass Company, Detroit 4, Michigan



DITZLER

TSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Plan to "Rescue" Dealers

(Continued from page 31)

both the dealers and to the con-

I said before that the ultimate outcome of our situation will depend on public opinion; therefore, it is necessary that the public be entirely familiar with the provisions of this code. This could be done by establishing an advertising program in the approximate amount of \$30,000,000 annually, or this could be lowered or increased according to the need and could be used through a qualified advertising agency to tell the world what kind of dealers had authority to represent manufacturers and what kind of dealers were authorized to display the NADA emblem.

Let's Tell the World!

Every billboard, newspaper, magazine, television and radio program and other medium of carrying this message to the public should be used. This would amount to less than \$5 per new car and truck, based on this year's production.

I can visualize educating the public to demand that their purchases and service requirements be obtained from such dealers. Some would say that this is wishful thinking and that while we were educating the public, the bad dealers would ruin us, but I do not think that this is true because every manufacturer and every dealer who were trying to make this plan work would be policing it and the buying public would soon learn that in order to make a safe investment in highway transportation it would be almost necessary for them to patronize a dealer with these qualifications or their investment and their service possibilities would be in jeopardy. There can be nothing illegal about such a plan.

Certainly no dealer can argue that we do not need to elevate our position in the eyes of the public and that our first objective should be to seek better public relations and confidence of the buying public. It would necessitate a lot of work and sincerity on the part of those dealers who are really serious about the future of the retail automobile industry, but it can be done. I submit to you that NADA had better spend their money seeking a legitimate objective of this kind than to pour it into the possibilities of passing national legislation about which the legality might be continually in question.

I further agree that it might have a terrific impact on NADA membership in the beginning. However, I would be agreeable to less members if NADA membership meant something. If such a program could be eventually concluded to the end that I speak of, membership would be no problem as legitimate dealers would be asking to join and others we would not want.

Regardless of your first reaction that such an ideal situation would

be impossible, I earnestly solicit your consideration to same as I believe such a program, when released for publication, would make headlines and receive the deserving respect of the public.

People can be educated through advertising. Why do they seek accommodations approved by A A A, food in places Duncan Hines gives his blessing? Buy hundreds of products with brand names?

Because they have been taught through advertising and experience that businesses who are au-



The smallest line to carry
The finest line to sell

thorized to display these signs are honest and dependable. I submit to you that the 85% of the dealers who want to do business on this level — who must do business on this level if they are to survive—could join hands under the NADA banner and make the NADA emblem mean something. It would be in the public interest. It would give the factories dignified and efficient representation. It would stabilize our national economy and provide a joyous and profitable operation for dealers.

AFC Predicts Rate Rise in '58 For Automobile Installment Buyers

HIGHER money costs in 1958 may well mean that the installment car buyer will be paying up to \$2.50 more yearly per \$1,000 sales credit on his '58 model.

That was the prediction of American Finance Conference President A. J. Blasco of Kansas City, who, with other officials, last month appraised the national credit picture in connection with the 24th annual convention of the AFC, national trade association of independent sales finance companies, in Washington, D. C.

With respect to the rate hike, Blasco pointed out that the increase, on a monthly basis, would be insignificant. Others agreed on this amount as a probable maximum for any increase.

Though money will continue tight and expensive, there will be enough credit available to finance consumer installment buying and dealer inventory for the 1958 market, the AFC officials agreed, with higher money costs largely absorbed by finance companies and dealers.

Relative to the recent trend in delinquent payments and repossessions for nonpayment, the panel reported a level generally below normal, with some slight increases recently.

The Slow Past Record

"The record of slow and defaulted payments has been abnormally low for the past four or five years, and it still remains below normal," said Maxwell C. King, AFC director and president of Pacific Finance Corp. of Los Angeles.

Indicating a good potential for the '58 automobile market is the fact that "there are more consumer dollars available now than 12 months ago," said Richard E. Meier, AFC executive committee chairman.

He added that the inventory of '57 cars is posing no problem. There was general agreement that liquidation of '57 models was orderly and not unduly disturbing credit-buyer relationship.

Meier expressed hope that the Federal Reserve Board would not ease credit further. "I hope they stick to their guns," he said. "Any easing would be inflationary. There has been no easing in the price structure."

And what does increased use of installment credit reflect as to the character of the American people?

"I think it's the strongest thing in the character of the people," he said. "Nowhere else in the world has there been such widespread proof of people's honoring their pledged word."

16 DOLE THERMOSTATS

WILL SERVICE MORE THAN

90%

of all passenger cars on the road today

SMALL INVESTMENT... FAST TURNOVER INCREASED PROFIT FOR YOU

And, as an added business booster, here's the new Dole Salesmaker. This attractive display container holds an assortment of 16 Dole Thermostats... makes it easy to select the type you want without hunting or fumbling. Place it on the counter where it serves as a constant reminder... a sure business builder.

Remember . . . Dole is the quality Thermostat . . . selected as standard equipment on 19 out of 20 top passenger cars as listed in Automotive News.

Control with

DOLE

THE DOLE VALVE COMPANY
6201 OAKTON STREET, MORTON GROVE, ILLINOIS (Chicago Suburb)



Twenty-three dealers who donated driver-training cars to high schools were cited by Universal C.I.T. Credit Corp. during the convention of the Arkansas Automobile Dealers Association. Pictured are (l. to r.): Bruce Replogle, vice-president of Universal C.I.T., who presented the awards; Searcy Wilcoxon (Chevrolet), Hamburg; Carl F. Lucky (Chevrolet), McGehee; Russell Phillips (Ford), Blytheville; W. E. Bale (Chevrolet) Little Rock, and Dene Hook (Ford), Newport, Others receiving the award were E. E. Cowling (Dodge), Ashdown; Chevrolet Dealers Agee Ball, Ashdown; Ray Harp. Booneville; V. F. Clark, Clarksville; W. D. Polk, Corning; E. R. Locke, Crossett; Mose Smith, Fort Smith; E. P. Young, Hope; John Bale, Little Rock; W. J. Bolton, Marked Tree; Ford Dealers A. F. Million, Pocahontas; F. E. Stephenson, Jr., DeWitt; M. F. Peterson, Dumas; Verl Hudspeth, Harrison; J. J. Neal, Hampton; George Crain, Siloam Springs; Oliver Dreyer, Texarkana, and A. C. Huckelbury, Van Buren.

30-Year-Service Men

(Continued from page 39)

ample, formerly was company credit manager. The man who almost consistently leads the sales force is a former mechanic from the company's own service department. Another good salesman came from the parts counter.

"We watch everybody," Schleeter pointed out, "for possible selling material. When we spot a man we think will do the job the way we want it done, we approach him. Not all offers, of course, are accepted. Some men prefer to remain where they are."

The management prohibits haggling and "special propositions" in relation to car sales. Every new car on the floor carries conspicuously a list of all extras and the cost of each, the delivered price of the car and the total cost, with extras included. No salesman can deviate from that list, and customers are urged to make notations of the prices and the list of equipment.

"We don't object at all when a customer wishes to compare our prices with those of other dealers," Schleeter declared, "but we want to be certain that he knows exactly what he is getting for the prices listed by us."

When the used-car appraiser checks a car for possible trade-in, he arrives at a price and that is it. No salesman can deviate from the offer. "We figure exactly what

we can afford to allow for the used car before we set the price, and we know that if we deviate from it we're headed for trouble," Schleeter said.

"In a nutshell," explained W. B. Schleeter, "the two factors that have done more for our continued growth, particularly in recent years, beyond our basic policies, are the methods we use in handling used cars, and the program of carrying all our finance paper."

The company moves its used cars. For example, on Oct. 1 this year it had on the used-car lot only one vehicle that had been in stock longer than 30 days. As many as two 30-day cars create at least mild consternation among used-car salesmen.

"We are careful in pricing a used car when we take it in," Schleeter explained. "We don't hope to make a lot of profit on it, and yet we can't afford to lose a part of our new-car profit in the used unit. We price the trade-in so that we can afford to put it in guaranteed shape, pay the salesman his commission and salary for handling it and then break even. If we make more than that, we are being too conservative in our allowances. If we make less, we are taking profit from new-car sales, and we can't afford that."

Every used car bears two tags. One conspicuously shows the total price, not merely the down payment. The other carries the name and address of the previous owner. This is a vital factor in selling used cars that remain sold, the company has found.

The prospective buyer is invited to take down the name of the previous owner and contact him about the car in general — the mileage, the age of the tires, anything else that he may want to know.

"That builds confidence and brings repeat business," according to Meyer Solomon, used-car manager.

The cars longest on the lot occupy front spots, and they also head the list of used cars supplied to all salesmen. These act as constant reminders to the men to push the older cars.

"When a car is on the lot longer than a month," said Schleeter, "we seriously eye the price tag. Eventually we may cut the price, but we will not, under any circumstance, cut it for a specific customer. A man may come in today and look at a car at \$1,275. He may try to get us to reduce the price. We won't deviate one dollar. However, it is possible that tomorrow or next day we may decide that we should reduce the price \$100 in order to move it. If so, the new price is available to him or to anyone else who is interested."

Any used-car customer may drive his car for five days on trial and bring it back at the end of the period and trade it on any other car, if he is dissatisfied. On the older cars, the company gives a warranty covering half parts and labor for 30 days. On the better cars, the warranty covers all parts and labor for a month.

The company wholesales older cars that cannot be shaped up and sold with the usual guarantee,

Truck-Trailer Group To Hear Rutland

Guy W. Rutland, Jr., newlyelected president of American Trucking Associations, will address the Truck-Trailer Manufacturers Association at its 17th annual convention to be held at The Palm Beach Biltmore, Palm Beach, Fla., Jan. 20-22.

Rutland is expected to discuss the most pressing problems facing the trucking industry, outlining ATA's program for solving the problems, in addition to comments on recent technical developments. Other speakers will present the legislative outlook, motor carrier equipment developments and related topics.



-says Bernard O'Daniel, President, Key Motors, Inc., Evansville, Ind.

We're too busy writing orders!"

"Response to our new 1958 De Soto has been terrific," says Mr. O'Daniel, "from the Fireflite all the way down to our new, moppet-sized Firemite, the hottest promotion tool I've seen in 22 years selling cars. We had six thousand people visit our showroom in the first four days alone . . . and we've been busy writing orders ever since!"

Bernie O'Daniel is typical of the smart,

aggressive, promotion-minded De Soto dealers who are discovering that a De Soto franchise is worth more in '58 than ever before. His 1958 De Soto line is the engineering and styling leader, with prices covering the entire medium-price field. He has the support of strong national advertising, backed by a year-long program of hard-hitting selling promotions. And he's working with it—making the most of it!



BERNIE O'DANIEL says . . . "Look to the future . . . IT PAYS TO BE A DE SOTO DEALER!"

"Big Board" Firms Easily Exceeded Average Dealer's Profit, Sims Says

By ELSON G. SIMS

Past President, Indiana Automobile Dealers Association Vincennes, Ind.

UTOMOBILE dealers of America have certainly experienced a phenomenal thing in the last four years. There never has been a time in the history of this industry when the profit per sales dollar was any lower than it has been during that time

This situation is so serious that the great masses of dealers in this country are dangerously approaching the precipice of bankruptcy unless we can figure out something to do in order to turn this profit picture around and get started the other way.

Just as a matter of profit comparisons: The average profit, before taxes, of the 1,071 companies with common stocks listed on the New York Exchange last year was over 14% per sales dollar, compared with our .8 of 1%.

In other words, the profits of the major companies of this land were 17 times greater than the profits of the automobile dealers last year, and that situation has been going on for the last four years or longer.

We dealers, for the last four years, have been involved in the greatest wholesale give-away program that modern business has been able to conceive up to this time. . .

Recent dealer polls taken in several different states with which I have been familiar indicate that dealers are now voting from 70 to 86% in favor of some form of service responsibility. We have been talking about this thing for the last three or four years and up until now, we have had very little help from our associates in Detroit and the Justice Department of the United States has not been of much help either.

Now I don't know who has been influencing the Justice Department, if anyone, in the recent years regarding this service responsibility of automobile dealers, but I do know the opinions of the Justice Department on this matter have not been consistent with the opinions of the courts of this land. The department seems to have one opinion and the courts have an-



This veteran Ford dealer in a town of 20,000 population has consistently made money over the last several years, Since he appeared on the NADA convention program at San Francisco last January, he has been in big demand on state dealer programs. He has inserted some new material recently in his talks over the South. Herewith are excerpts from his address before the annual convention at the Mississippi Automobile Dealers Association at Biloxi Nov. 5.

other. . .

In recent months, there have been at least two or three plans submitted on service responsibility which are perfectly legal and which would go a long way toward correcting many of the major evils in the retail end of this business. I contend that this cancerous condition of bootlegging and crossselling in this industry can be handled in any 48-hour period in which the factories and dealers of this country want to conscientiously and sincerely sit down and work

We don't need any federal law, regulation, interpretation or anything else: All we need is a respect for equities in this business and a sincere and conscientious desire on the part of all concerned to follow the principles of the Golden Rule. Don't the low dealer profits for the last five years and their depreciated net worth indicate that something is seriously wrong in this retail business and that a solution is long past due?

The service absorption theory, the fixed net loss theory, the crack the nut theory, the ring the bell theory, the expense burden theory were, in my opinion, conceived with the sole intent and purpose to encourage the automobile dealer to sell a large number of new units at little or no profit and in most cases at actual losses.

Can you imagine any automobile manufacturer applying the profits of his parts sales against the cost of manufacturing new units so he could sell the new units cheaper? Imagine, if you can, General Motors Corp. applying the profits of their aircraft division, their diesel locomotive division, their G.M.A.C. finance divisions and all other non-related profits against the cost of manufacturing automobiles, so they can sell these cars cheaper.

Imagine the Ford Motor Co. subsidizing the cost of manufacturing automobiles with the profits of their parts sales, the profits from their farm implement business and the profits from their army and navy contracts.

These conditions would be hard to imagine, I'm sure, yet isn't that exactly what these manufacturers are asking their dealers to do?

We have two sets of rules for business management and accounting in this industry, one which the manufacturers use for themselves and one which they recommend for their dealers to use, and if we dealers accept and adopt these recommended theories, we will never in God's green earth make any money out of this business. . .

Car Body Designs to Get SAE Going-Over

TEW approaches to body struc-tural design necessitated by styling trends, diesel research, air suspension systems, bearing problems and truck riding comfort will be spotlighted at the annual meeting of the Society of Automotive Engineers Jan. 13-17 at the Sheraton-Cadillac and Statler Hotels in Detroit.

Sessions will include panel discussions and the presentation of technical papers. The program also calls for discussion of engine design by computer, use of radioactivity as a tool, future new materials and the small car as indicative of changing factors in personal transportation. Several complete sessions will be devoted to reports on and discussion of foreign automotive practices, both in design and production.

Guest speaker at the annual dinner meeting will be Gen. Alfred M. Gruenther, president of the American Red Cross, who will discuss "Some Aspects of Our Security Problem." A. A. Kucher, vicepresident of Ford Motor Co., will address the Tuesday luncheon.



Clark Auto Co., located in a new building at 2623 Live Oak St., Dallas, Texas, is a new Rambler dealership. Its grand opening coincided with the debut of the 1958 Rambler and Ambassador lines. Headed by John Clark, Sr., who has been in the business for 20 years, the firm employs 13 salesmen.

Bible "Rates"

(Continued from page 37)

fishing trips.

Although an ardent fisherman, Yarbrough confesses he doesn't catch many fish. He and his son get a boat and ply their casting rods, while Mrs. Yarbrough plants herself in a chair by the bank and fishes with bait.

"When the boy and I get tired, or dark is coming on, we know 'Mom' will be there on the bank with a mess of fish caught and strung," he says, grinning.

"That's all right with me. Even though I don't catch many, I find fishing the absolute form of relaxation for me."

York Division to Produce Car Air Conditioners

THE pending purchase by Borg-Warner Corp.'s York Division of the automotive air-conditioning compressor design and related manufacturing facilities in Lancaster, Pa., of the Lehigh Manufacturing Co., division of Lehigh, Inc., Easton, Pa., has been recently announced by York President Henry Hasse

Hasse described the Lehigh compressor as "one of the lightest, most compact and dependable high-speed units of its type, now being installed in the '58 models of several leading automobile manufacturers, as well as being sold to most independent manufacturers of automotive air-conditioning systems."

for garages, shops, storage

IMMEDIATE ERECTION - AMAZINGLY LOW COST

DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



GARAGE

This 60' x 80' insulated building is ideal for general repairs and service. Rear entrance is large enough for tractor-trailer unit to enter.



REPAIR SHOP

This clear-span 40' x 60' building has three bays, each with roll-up door. Overhead crane easily installed. No pillars or obstructions.



TRUCK DEPOT

This 50' x 120' building is designed with canopy and loading platforms on both sides. Office space provided in front. Maximum usable space.

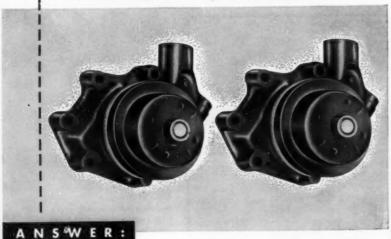
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IS THE Champion-REBUILT?



THE PUMP WITH MORE NEW PARTS INSIDE!

Rebuilt Water Pumps may sometimes look alike—but don't be fooled ... CHAMPION-REBUILT Water Pumps are all assembly-line processed, thoroughly vacuum-tested and sold with a same-as-new unit guarantee! By actual comparison, Champion-rebuilt pumps contain MORE NEW PARTS including 100% NEW BEARINGS! Every unit contains a NEW SEAL ASSEMBLY and is shipped complete WITH BACK PLATE! Here is a Standard of Quality that others DO NOT EQUAL!

Write for Catalogs and Price Lists

Champion Parts Rebuilders, Inc.

1314 W. 21ST STREET

CHICAGO B, ILLINOIS

Helping to focus attention of these Georgia Lincoln-Mercury dealers and salesmen on that new '58 Continental Mark III, unveiled last month at the Atlanta district preview of the '58 models, is blonde and beauteous Miss Georgia of 1957, Jody Shattuck, first runnerup in this year's Miss America contest, Admiring both articles are (l. to r.) Lee Jones, Decatur; Dick Alexander, Atlanta; Walter Reams, East Point; William A. Toms, Atlanta district sales manager, Lincoln-Mercury; H. A. Felder, Blakely, and George Coats, eastern sales manager for the division.

Studebaker-Packard Trims 1957 Losses

For the first nine months of 1957, its losses were reduced to \$12,365,689 on sales of \$147,431,-550, Studebaker-Packard Corp. announced.

Cash and securities amounted to \$29,579,730 as of Sept. 20, President Harold E. Churchill reported. This compared with \$30,990,268 as of June 30. Total current assets, he said, were \$91,721,571 and current liabilities were \$42,776,092.

Churchill said the corporation has launched an extensive advertising campaign in more than 1,800 newspapers, including weeklies for the first time, plus radio time. "We're out for increased sales and we expect to give this sales push plenty of support with advertising," he said.

Chrysler Corp. Appoints Maurice J. Harris

A PPOINTMENT of Maurice J. Harris as dealer planning and placement manager for Chrysler Corp.'s automotive group marketing organization has been announced by General Manager Byron J. Nichols.

After joining the corporation as a production supervisor in 1943, Harris served in various sales capacities until 1956 when he was named dealer planning and placement manager for the central area of the company's automotive marketing organization.

Milner Elevates Morrow

Elevation of Charles I. Morrow, former public relations director, to vice-president in charge of special services of Milner Enterprises, Inc., Jackson, Miss., has been announced by President R. E. Dumas Milner. Morrow joined the firm in 1953.

BOOKLETS FREE!

101 WRITE FOR CUETIS LITERAfull information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts-Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenus, St. Louis 20, Mo.

102 MODEL NUMBER INTERCHANGE
—Handy reference sheet with complete listing of all passonger cars by model
number interchangeably with model name.
Saves look-up time by including car model
data not found elsewhere. Useful as a supplement to every automotive parts catalog.
Kem Mfg. Co., 20-21 Wagaraw Rd., Fair
Lawn, N. J.

105 WAGNEE AIR BRAKE AND ROTABY AIR COMPRESSOE BULLETIN—Dicusses in detail straight air and
air-over-hydraulic air braking systems.
Contains an explanation of the operation of
the Wagner Retary Air Compressor complete with diagrams, cross section drawings,
and photographs. Lists by catalog numbers
component parts as well as field installation
kits. Write for catalog KU-201, Wagner
Electric Corporation, 6362 Plymouth Avenue,
St. Louis 14, Missouri.

106 CAP MERCHANDISER — How to increase profits by use of radiator and gasoline eap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGEE CARS—Contains description of 13-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking moter. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 13-volt electrical equipment. Technical Literature Section, Deloc-Remy Div., Anderson, Ind.

109 AMMOO BRAKE SERVICE, EMGINE EEPAIR, AND HONING
TOOLS AND EQUIPMENT—Catalogs, describing the Ammoe line of brake dram
lathes, brake shoe grinders, brake dram
micrometers, brake aboe setting gages, brake
hones, brake bleeders, brake afety checking instruments, pin fitting honing machines,
small bore hones, cylinder hones, cylinder
surfacing hones, ridge reamers and forque
wrenches, Ammoo Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

110 HEAVY DUTY AUTOMOTIVE AIR Prices on heavy duty air Impactools and accessories, tire service tools and IMPACULE. Proof of time, labor, and money savings on many automotive service jobs. John E. Uhler, Ingersell-Band Co., Phillipsburg, N. J.

114 82 BEASONS FOE OIL COMed corrective manual listing 32 major ell
consumption problems and remedies. Informative, illustrated, prepared by one of the
top technical staffs in this field. WriteOil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

TOOLS FOR AUTOMATIC TRANSlustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Coan. 118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMGO SERVICE MANUAL—5th data on piston ring installations—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp. 3698 Forest Park Blvd., St. Louis 8, Mo.

122 TIRE BETEVING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retruing right on-the-car. Explains method using most advance truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AEEO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Bresse Corps., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS — A 16-page 8 % x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12 page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhand Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

133 CATALOG NO. 56—Features more than 800 Champ-Items automotive replacement parts for all makes of ears. A handy service book, Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Pius lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHEK—A colorful wall banplugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Tolede 1,

140 PRESSURIEED COOLING SYSTEM Servicing and maintenance of the pressurized cooling system is detailed in booklet available from Stant Mfg. Co., 1820 Cotumbia Ave., Conneraville, Ind.

141 MOOG STREAMLINE CATALOG —carries exploded views, detail illustrations and listings of leaf springs, main

leaves, spring parts, shackles, sheek links, tie red ends, drag links, king belts, esti springs and other coll action parts for cars and tracks. Moog Industries, Inc., 6550 Easton Ave, 58, Louis 14, Mo.

RADIATOR SERVICING RQUIPprint For Profits' explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

147 MEW LIGHTING SPECIFICATIONS BOOKLET.—illustrated 12 pages lists all the new American Trucking Association recommendations, Gives uniform specifications for wiring and lighting of commercial vehicles. Write to Signal-Stat Corp., 523 Kent Ave., Brooklyn 11, N. Y.

149 TIRE & TUBE REPAIR Mapage catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight, Ac Eubber Co., P. O. Box 6147, Dallas, Texas.

152 MODEL 911 ROCKER ARM REperating procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Refacer are clearly defined.— Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

156 BONDO PLASTIC FIRREGLASS PASTE DIRECTION FOLDER—S pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock". Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Obemical Corp., 1104 Forest Roed, Northford, Conn.

A 24 page booklet giving suggested shop prices on everything from align bore blocks to valve jobb. Prices represent average price gathered from abbers in U.S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

161 COMPLETE REBUILT LINE—A 122 page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Ante Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET-IL-LUSTRATED—Describes in complete detail application and uses of plastic-fibrogiass pasts for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jayees Chemical Corp., Northford, Conn.





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SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E. Atlanta 8, Ga.

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- TIRE TOOL CATALOG sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken-Tool Mfg. Co., 768 E. North St., Akron, Ohlo.
- 164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.
- 169 ADVANTAGES OF FILT-0-BEG REGULATOR-FILTER—on every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.
- 172 A-1919 FUEL PUMP SHOP MAN-UAL—contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. E. Jambor, AO Spark Plug Div., Flint S. Mich.
- 179 A-2446 OHART (in full color) illustrating "What Your Spark Plugs Can Tell You About Your Engine", -E. Jambor, AO Spark Plug Div., Flint 2, Mich.
- 180 THE LAMSON NO. 56-A AUTO180 THE LAMSON NO. 56-A AUTO180 MOTIVE CATALOG Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and NutsBrake Idning Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given, Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohlo.
- 181 WHEEL COVER CATALOG MO. 57

 —Covers complete line of wheel
 wheels, Namsco, Inc., 333 31st Ave., Bellwood,
 Ill.
- THOR CATALOG 39-C COMPLETE
 LINE BLECTRIO TOOLS—40 pages
 listing all Thor SilverLine electric tools and
 specifications, Drills, sanders, hammers, impact wrenches, nibbler, polinhers, sappers,
 vaive grinders, valve refacers. Write for
 Catalog 39-C, Thor Power Tool Company, 175
 N. State St., Aurora, Ill.
- THOE SPEEDTOOLS FOR AUTOMOTIVE SERVICE—circular featuring Thor no. 56 SpeedWrench and accessories. Also lists orbital sanders, drills and
 bench grinder. Write for circular no. JE-1947A. Thor Power Tool Company, 175 N. Stete
 St., Aurors, III.

- 185 SERVICE ENGINEERING BRO-OHUEB—A new brochure comprised of 14 Service Engineering articles covering sell consumption problems, ring problems, of control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.
- 187 BRAKE PRODUCTS—booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Baybestos 7 point brake check. Raybestos Div., Bridgepert 2, Conn.
- 189 GENERAL PAINTING INSTRUC-TIONS—Form 5728 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same, Dister Color Division, 8000 W. Chieago Ave., Dutroit 4, Mich.
- 190 COOLING SYSTEM CLEANING Bulletin titled l'Cooling System Maintenance an Open Door to Greater Profits'', describes Jenny Steam Thore-Purge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5. Homestead Valve Manufacturing Co., P. O. Box 09, Ceraopolis, Pa.
- 191 VMC GENERATOR—New 12 page generator, starter, and armsture specification and application folder for passenger cars and trucks including 1957 models. The VMC System, Atlanta 18, Ga.
- 192 DOPE SHEET—Tells how to get dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7801 Bessemer Ava., Cleveland 27, Ohio.
- 194 TWIN POST LIFT WHEEL ALIGN-MENT OUTFIT—Illustrated 8 page eatalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.
- 195 REW OATALOG—material on Yanror line. Locking mirror heads are featured,
 as well as new painted Pacesetters and 24
 Karat Gold Plated Pacesetters. Ask for catalog sheets 56001-4. Kalamasoo punched for
 filing. Yankee Metal Products Corp., Norwalk, Conn.
- 204 STOP TIME LEAKS—a brochure containing complete details as to use of payroll and job time recorders in automobile service departments together with sample time cards showing actual registrations. Lathem Time Recorder Co., 76 Third St., Atlanta, Ga.
- 208 TIRE BOOTS & ERLINES—used Beautifully packed. It takes very small inventory to make extra profits, Write for samples and price list. Atlants Tire Mart, P. O. Box 8144, Station P., Atlanta, Ga.

- 211 FOR G. M. SERIES 71 DIESEL. ENGINES—New Diesel Parts Kit Catalog. A new 24 page catalog showing the modern trend in handling and servicing diesel engines. A must for the diesel mechanic and user. Wholesale inquiries invited. Kermath Diesel Div., Venn-Severin Engine Works, Inc., 12822 Simms Ave., Hawtherne, Calif.
- 213 SHOCK ABSORBER CATALOG NO.
 bers or by makes shock absorbers for every automotive need passenger cars, and some tracks. Monroe Auto Equipment Co., Monroe, Mich.
- 216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from others and why thay are needed, "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 227 FUEL PUMP TROUBLE SHOOTtes cerrect procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.
- 230 NEW SIOUX CATALOG NO. 56—
 230 A new 53 page catalog including complete illustrations and descriptions of valve face grinding machines, valve seat grinder sets, electric serew drivers, impact wrenches, drills, bench and portable grinders, flexible shafts, saws, sanders, polishers, abrasive discs and polishes. Also included are electric tools for builders, farmers and home shop.—Albertson & Ce., Inc., Sloux Olty, Iowa.
- 237 MEW MODEL 519 ORANKSHAFT bullatin just published by Lempco Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision orankshaft grinder with outboard counter-balancing. Write Lempco Products, Inc., Dunham Road, Bedford, Ohio.
- 338 AUTO LAMP SHEVICING GUIDE
 —Illustrated and handy reference
 with replacement charts and instruction for
 aiming, adjusting, focusing, installing and
 servicing trucks and auto lamps. Also complete information on servicing directional
 signal flashers. Tung-Sol Electric Inc., 95
 Eighth Ave. Newark 4, New Jersey.
- 407 A B C's OF SAFE PROFITABLE
 TIRE SERVICE—A 24 page book
 just published by Bowes "Seal Fast" Corp.
 Complete with illustrations and how-to-de-it
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 repair techniques as well as reconditioning
 trade-ins for profitable resals. Bowes "Seal
 Fast" Corp., 147 North Pine Street, Indianapolis 2, Indians.

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NEW PRODUCTS AND CATALOGS

900—Ignition Analyzer

Quick detection of weak or shorted spark plugs, shorted or grounded wires, burned or pitted points and a weak or burned-out condenser is said to be possible with the compact ignition analyzer recently announced by Bee-Line Co., Davenport, Iowa.

One simple hook-up for all testing is required by the analyzer, purported



to be easily and quickly operable, without special training, by any mechanic. Condition of points and condenser may be quickly determined by depressing a marked button.

Want more info? Use coupon on page 78 and you will get it!

901-Nylon Tire Patch

A nylon-reinforced tubeless tire patch, said to prevent repairs from "blowing through" in cases of severe impacts and jolts to the tire, has been introduced by Dill Mfg. Co., 700 East 82nd St., Cleveland 3, Ohio.

No. 6626-25 patch is constructed with a square-woven nylon mesh fabric between two layers of uncured rubber. Each box contains 25 patches and one electric heating element. Extra filler rubber is also included.

tra filler rubber is also included.
Want more info? Use coupon on
page 78 and you will get it!

902-Bearing Puller

The "No. FBP Trucut" bearing puller which reportedly removes commutator end bearings on Ford, Mercury and Lincoln generators quickly and easily, without damage to either the bearing or the commutator, has been introduced by Frank N. Wood Co., 344 West Main St., Waukesha, Wis.

Unit is held in a vise during use. It is said to be the only bearing puller designed specifically to remove the hard-to-handle commutator bearings on Ford products.

Want more info? Use coupon on page 78 and you will get it!

903-Exhaust System Sealer

A self-drying asbestos compound, said to seal exhaust system connections permanently against noise and dangerous gas leakage, has been announced by Walker Mfg. Co. of Wisconsin. Racine Wis

consin, Racine, Wis.
Acousti-Seal, applied directly from a leakproof tube which keeps compound fresh indefinitely, is guaranteed effectively to seal marred, rough or "out-of-round" connections and joints between old and new mufflers and pipes. It is also said to prevent rusting, simplifying later removal of connections.

Want more info? Use coupon on rage 78 and you will get it!



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ANUFACTURED BY COATS COMPANY . FORT DODGE, IOWA



904—Engine Testing Set

An engine and electrical system tester, said to require no allowances, computations, or even outside power (110 volts), thus enabling its use anywhere — even outside garages — has been introduced by Snap-On Tools Corp., 8028 28th Ave., Kenosha,

The portable set consists of a generator-regulator tester, tach-dwell



meter, ignition and exhaust gas analyzer, two tune-up meter racks and a roll stand. Each meter rack holds two testers firmly in position while permitting immediate removal of meters when desired, it is claimed. Meter rack bases have compartments for storage. Of heavy-gauge, metal with a \$4"-thick finished plywood top, the roll stand is 20" by 2234" by 31" high, with four 4" swivel casters for greater mobility.

Want more info? Use coupon on page 78 and you will get it!

905—Battery Tester

A battery tester which switches from 6- to 12-volt battery automatic-

from 6- to 12-volt battery automatically, testing the entire battery with one hook-up, has been announced by Weidenhoff Corp., Algona, Iowa.

Easy-to-read, color-coated meter scale reportedly shows quickly and accurately no load voltage and terminal voltage after discharge equal to cranking load. Tester also indicates approximate voltage regulator setting, load test for setting current setting, load test for setting current regulators and starter motor comparison test.

Want more info? Use coupon on page 78 and you will get it!

906—Car Protector

A protector to prevent snow and ice from collecting on car tops and windows, made of heavy polyethyl-ene plastic which reportedly will not freeze to windows or crack in severe cold, has been announced by Sterling Products Co., Inc., 180 E. Sixth St., St. Paul 1, Minn. "Kar-Kap" is anchored in place

by 4 elastic shock cords with rubber-



ized hooks which are attached to the car's fenders. Made in two sizes for 2- and 4-door cars, or station wagons of all makes, it can be slipped on or removed quickly, it was claimed.

907—Generator Bulletin

A bulletin listing Delco-Remy special generators and application pack-ages engineered for most 1952-57 passenger cars and trucks has been published by United Motors Service, Division of General Motors, Detroit 2, Mich.

A quick glance at an individual vehicle application purportedly shows all the extra-output charging systems Delco-Remy has engineered for a given model vehicle. Generators are said to be listed by rated ampere capacity so proper recommendations

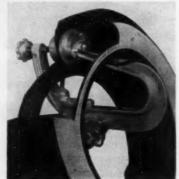
can easily be made.

Want more info? Use coupon on page 78 and you will get it!

-Electric Tire Vulcanizer

An electric tire vulcanizer, said to make difficult shoulder and sidewall repairs as easy as tread repairs, even for the inexperienced operator, has been introduced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee,

Designed especially for service sta-tion use, the device has a simple



clamp operation which allows the tire to be positioned in a normal vertical position, despite the location of the injury. Since the repairman positions the clamp to the injury — rather than the injury to the clamp sidewall repairs are purported to be practically effortless. Camel Electro-Weld, a special repair gum, has been formulated for proper filling of cuts and bruise breaks for curing on the vulcanizer.

Want more info? Use coupon on page 78 and you will get it!

909—Synthetic Primer

A synthetic primer - surfacer, "Speed-Sand," said to be fast drying, easy to sand and with good filling qualities, with exceptional holdout of duanties, with exceptional holout of lacquer in enamel finish coats, has been introduced by Ditzler Color Di-vision, Pittsburgh Plate Glass Co., 8000 W. Chicago Ave., Detroit 4,

Product is available in 4 colors and can be easily sanded in 2 to 3 hours, the manufacturer said. Powdering of the material is rated as excellent for leveling in preparation for final enamel or lacquer coatings, while leveling properties permit product to be used as a non-sanding primer sur-

facer when desired.

Want more info? Use coupon on page 78 and you will get it!

910-Hoist

Three single-post, "Roll-On" hoist models for handling current as well as predicted trends in foreign and American car styling, have been in-troduced by Globe Hoist Co., East Mermaid Lane at Queen St., Phila-delphia 18, Pa. Runways are lower to accommo-

date modern, low-slung vehicles and



wider to handle both American and bantam-size foreign or U. S. sports cars. The "Lock Chock" ramp feature provides safe, fast car handling, permits a gentle approach slant for ample undercar clearance and conserves floor space, it was claimed.
Want more info? Use coupon on

page 78 and you will get it!

911-Grease-Seal Driver Set

A grease-seal driver set-a combination of tools that can be used to replace all popular sizes of wheel and axle bearing seals—has been announced by Atmars Tool Co., 3561
Lakeshore Ave., Oakland 10, Calif.
To make a solid assembly, the mechanic selects the driver plate and the rills to be the track the ID and

the pilot plate that match the ID and OD of the seal and threads them onto the handle.

Want more info? Use coupon on page 78 and you will get it!

912—Transmission Tool Set

An automatic transmission bandadjusting tool set, purportedly making possible factory-recommended adjustments on all automatic transmissions — Fordomatic, Mercomatic, Hydra-Matic, Dynaflow, Powerglide, Powerflite and Ultramatic — has been introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles,

Most adjustments can be made with these tools without dropping trans-



mission from car. it was claimed. Tools come packed in a small, par-titioned metal box, inside the lid of which is a convenient chart listing torque and turn-off requirements for all models. A manual containing complete instructions and showing manual containing correct use of each tool is also in-

Want more info? Use coupon on page 78 and you will get it!

913—Aluminum Air Jack

A lightweight aluminum alloy air jack, the AJ-2, specifically designed for alignment and frame-straightening shops, has been announced by Bear Mfg. Co., Rock Island, Ill. The 22-pound jack has a removable saddle and foot valve connection



which provides hand-free operation. A pair of the jacks is said to com-bine lifting capacity of three tons maximum at 175 pounds air pres-

Want more info? Use coupon on page 78 and you will get it!

914—Edsel Lubrication System

A vacuum-operated lubrication system for the Edsel, said to lubricate all front-end bearings automatically whenever the motor is started, has been introduced by Lincoln Engineering Co., 5708 Natural Bridge Ave., St. Louis 20, Mo.

Also available for the late-model Lincoln and Mercury, the Multi-Luber is said to deliver a pre-measured quantity of refinery-pure lubricant under positive pressure to bearings each time the ignition is turned to the system processitates. on. The system necessitates a pushbutton on the instrument panel which, during long trips or under extreme weather conditions, may be depressed by the driver to assure operation of the oiling process

Want more info? Use coupon on page 78 and you will get it!

915—Fuel Vapor Diverter

A device to prevent engine-stalling vapor lock in gasoline-powered trucks and buses by separating vapors from gasoline, diverting them to the fuel tank by a return line and delivering liquid fuel to the carburetor, has been introduced by AC retor, has been introduced by AC Spark Plug, Division of General Mo-tors, Flint 2, Mich, The AC GF-52 vapor diverter fea-

tures a standpipe housed in a base casting and glass dome assembly. It casting and glass dome assembly. It is fitted to the fuel line directly next to the carburetor. While liquid fuel is delivered to the carburetor, vapors are said to rise above the liquid level in the glass dome. Vapors then are vented off and passed down the standpipe to the return line leading to the fuel tank. The standpipe is suitably designed to restrict "bleed off" of fuel other than vapors, it is claimed claimed.

Want more info? Use coupon on page 78 and you will get it!

916—Gas Tank Inhibitor

A year-'round gas tank anti-freeze and fuel line conditioner, said to rustproof and lubricate simultaneously and give sure protection even in sub-zero weather, has been an-nounced by Rust Master Chemical Corp., Cambridge, Mass.

With an ingredient of Cylium, purported to lubricate top cylinders and valves, Gas Master is claimed to pre-vent fuel line freeze-up, eliminate vapor lock, check water in the fuel system by absorbing moisture and assure instant and easy starting in all kinds of weather. For necessary protection, the car owner need only add the contents of a 12-fluid-oz. tin

to his gas tank, it is said.
Want more info? Use coupon on page 78 and you will get it!

917—Hydraulic Lift Catalog

Hydraulic lifts for service stations and truck terminals are described in detail in a three-color, 12-page catalog announced by Rotary Lift Co., Division of Dover Corp., 1054 Kansas, Memphis 2, Tenn. Listed on the back cover of catalog No. 127 are 49 Rotary parts and service depots throughout the country to provide immediate service to buyers of equipment. Want more info? Use coupon on page 78 and you will get it!

(More New Products on page 84)



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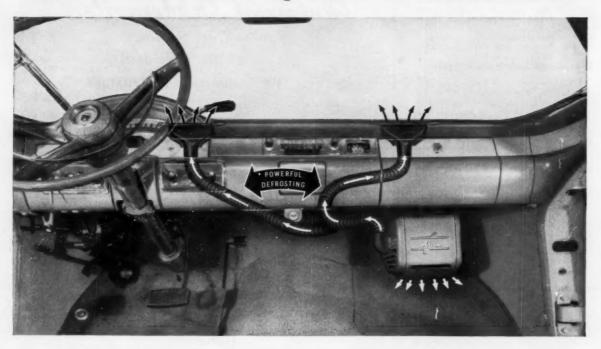
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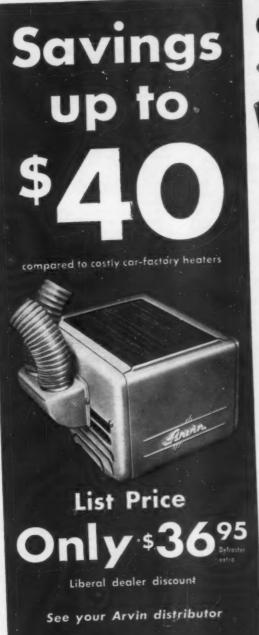
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For proved reliability, for value, Arvin heaters are easiest-to-sell by far. And in this keenly competitive car-selling year your market is big! With 6 and 12 volt models, Arvin fits 3 out of 4 cars and trucks, new

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"BIG-HEARTED"

for generous heat!

The "heart" of this heater is a huge-capacity honeycomb copper core with 2800 square inches of radiating surface. It provides a complete change of water every 2 seconds at normal driving speeds, for super-speed heat distribution.

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for fast air-flow!

The king-size, 8-blade, 7inch fan moves 150 cubic feet of warm air per minute. Circulates all the air in an average-size sedan or truck cab every 2 minutes for maximum comfort.



6 and 12 volt sizes

fit all these lowest-priced, largest-selling 1957 cars: FORD, CHEVROLET, PLYMOUTH, PONTIAC, DODGE, DE SOTO

Plus 1957 Chevrolet, Dodge and GMC trucks and all these prior models:

Chevrolet cars and trucks, 1954 thru 1956.

DeSoto, 1950-54-55-56.

Dodge cars, 1950-53-54-55-56; trucks, 1950 thru 1956.

Ford cars and trucks, 1950 thru 1956.

Mercury, 1950 thru 1956.

Plymouth, 1950 thru 1956.

Reo trucks, 1951 thru 1954.

Studebaker cars, 1951 thru 1954; trucks, 1951 thru 1956.

Electronics and Appliances Division Arvin INDUSTRIES, Inc. Columbus, Indiana Arvin also manufactures: Portable Electric Heaters, Home Radios, Fans,

Lectric Cook, All-Metal Ironing Tables Leisure Furniture, and "Charky" Outdoor Grills,

More New Products

(Continued from page 81)

918-Power Wrench

A pistol-grip power wrench with built-in air regulator, calibrated to allow operator to adjust desired air flow and select required power for any job, has been announced by In-gersoll-Rand, 11 Broadway, New York A. V. York 4, N. Y.

The 402 Select Air Impactool, said to be the smallest pistol-grip power



wrench on the market, with an over-all length of 5 3/16" and weighing 4½ lbs., is particularly suited for close-quarter work and for reaching areas hitherto inaccessible to power

Want more info? Use coupon on page 78 and you will get it!

919-Engine Repair Stand

An engine repair stand, designed to accommodate the heavier, wider 1958 automobile engines and to provide full 360° rotation for complete engine accessibility, has been an-nounced by Manzel Division, Hou-daille Industries, Inc., 315 Babcock St., Buffalo 10, N. Y. Incorporating a positive floor-lock-ing device for stability the stead be-

ing device for stability, the stand has



a tubular welded construction, said to award greater strength than previous models, while reducing total weight. A special "outboard support" arm has been designed as an optional item. This feature will purportedly allow quick and easy adaptation without modification for future car engines

Want more info? Use coupon on page 78 and you will get it!

920-Door Locking System

An electric door locking system, which allows driver or a front-seat passenger to lock or unlock automatically all four doors at the touch of

ically all four doors at the touch of a fingertip, has been announced by the Delco-Remy Division, General Motors Corp., Anderson, Ind. To lock car doors, driver moves a switch located on his door panel to the "up" position. A similiar switch is located on the right front door panel for other front seat passengers. Moving either of the switches to the Moving either of the switches to the down position unlocks the doors. The electric system reportedly does not interfere with the manual operation of the door locks in any way, and in-dividual doors can still be locked and unlocked by key or pushrod in the conventional manner, the manufacturer said.

Want more info? Use coupon on page 78 and you will get it!

921-Windshield Wiper Tool

A precision-built instrument, said A precision-built instrument, said to take the guesswork out of faulty windshield wiper diagnosis and to indicate when a wiper arm lacks sufficient pressure to give a clean wipe, has been introduced by The Anderson Co., Gary 40, Ind.

The Anco Tel-Tale wiper arm pressure, indicator has a stainless

indicator has a stainless pressure



spring steel assembly which regis-ters arm pressures from 0 to 16 ozs. Readings appear on the front and back of the shirt-pocket-size indicator, simultaneously visible to attendant and driver.
Want more info? Use coupon on

page 78 and you will get it!

922—Radiator Parts Catalog

A 116-page illustrated catalog, representing a revised and enlarged edition of the company's radiator servicing equipment and purporting to include every known part, tool and supply item connected with repair of car, truck and tractor radiators, has been published by Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb. Persons desiring a copy should indicate whether or not they operate radiator department.

Want more info? Use coupon on page 78 and you will get it!

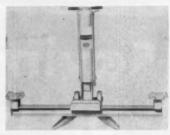
923—Air Jack

An air jack, said to fill the needs of car dealers and service station oper-

ators requiring fast-acting one-end lift for tire, wheel and brake service, has been announced by Blackhawk Mfg. Co., 5325 West Rogers St., Mil-

waukee 46, Wis.

The SJ-50 air jack boasts a standard two-way lever valve that uses



either a tire inflator or quick coupler either a tire inflator or quick coupler for operation ease, has an automatic safety lock which locks in any raised position up to 31", and is said to have a lifting range of 23" from a low lift of 8" to a high of 31". It has a for-ward reach of 11" to reach under-neath bumpers and lift by the pads or brackets.

Want more info? Use coupon on page 78 and you will get it!

924-Brake Catalog

A 50-page catalog with more than 8,000 individual listings of brake linings, including brake servicing equipment such as automatic power bindment such as automatic power blinder, speed grinder, curing oven, parts and accessories used in brake lining installation, plus pictorial explanations of the various types of linings available and numerous merchandising aids, has been published by Grizzly Mfg. Division, 700 W. Caroline St., Paulding, O. Want more info? Use coupon on

Want more info? Use coupon on page 78 and you will get it!

925—Lubrication Point Set

A set of lubrication points with built-in felt wicks, said to provide continuous lubrication of high points of the distributor cam and to prevent excess accumulation of grease on distributor cam flats, has been intro-duced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Is-land City 1, N. Y.



The Blue Streak LubriPoint set, also purported to minimize rubbing block wear and prolong point life. comes pre-assembled for easy installation on all popular cars, manufacturer said.

Want more info? Use coupon on page 78 and you will get it!

926-Time Stamps

Automatic time stamps, numberers and daters, equipped to print the year, month, date, AM and PM, hour and minute, seconds or tenth of a minute, with time and date advancing automatically, have been announced by Lathern Time Recorder Co., 76 Third St., N. W., Atlanta, Ga.

Machines can be equipped to print

the date in combination with 5 auto-



matically consecutive digits. If other than consecutive numbering is desired, a stop switch and advance button will enable any number to be repeated as often as desired, it was claimed. Upper and lower die plates can be furnished on any model to print word or symbols and a 6-sided word roll can be installed in place of an upper die plate when more flex-ible wording is needed, the manufacturer said.

Want more info? Use coupon on page 78 and you will get it!

927—Sliding Car Roofs

Installation of metal or fabric sliding car roofs, said to provide fresh air without drafts and with optional power or manual operation, has been announced by Golde Body Parts Di-vision, 6636 Charlevoix Ave., Detroit

The devices are purportedly precision assemblies, designed to fit each

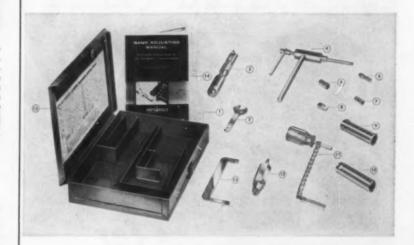


type car roof, installed by experts with knowledge and experience es-sential to insure weathertight fit and smooth operation. The sliding roofs are obtainable in metal panels which slide back inside the top or in outer fabric covers, duplicating original car color. Both types when closed are said to be weathertight, and use welded steel frame assemblies which fasten underneath the roof, lasten underneath the roof, con-cealed inside by the headlining. Con-versions can be made in Detroit or by authorized body plants handling the company's new sliding roof program.

Want more info? Use coupon on page 78 and you will get it!

EASIER, QUICKER BAND ADJUSTING

Proto's simplified set makes factory recommended band adjustments on all automatic transmissions with fewer tools...less cost



PART NO.

DESCRIPTION

- 1. 9973 Partitioned Metal Box (1011/4" x 8" x 11/4")
- 2. 2356 Wrench-open end (%")
- 3. 6061F Torque Wrench (y," drive)
- 4. 2357 Band Adjuster

- 5. 4742 Allen Hex Socket (½" hex, ½" drive)
 6. 4710S Socket—8 point (%," op., ½" drive)
 7. 4710 Socket—6 point (%," op., ½" drive)
 8. 4743 Screwdriver bit (½" bit, ½" drive)
- 9, 5324
- Socket-12 point (%" op., %" drive) 10. 5322 Socket-12 point (11/4" op., 1/4" drive)
- Handle and gage (%" drive, %" gage) 11, 2359
- 12. 2354 Servo Gage-Front
- 13, 2355 Servo Gage - Rear
- 14, 2360 Manual
- 15. 2361 Chart



Precision band adjustments easy and profitable for any mechanic. Fully illustrated Manual #2360 shows you how. Chart #2361 gives factory specifications. Both included in this great, new Proto Set #2350. Develop new business at low cost.



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583 ALLEN STREET JAMESTOWN, NEW YORK

P. O. BOX 366 LONDON, ONTARIO, CANADA

928-Frame Lift

A frame lift which raises from both lengthwise and crosswise positions and reportedly is able to han-dle all American and foreign cars has been announced by The Joyce-Cridland Co., 2027 East First St.,

The "H-Master Turn About" con-tains a combined non-rotating device and safety latch that automati-cally locks it in either position. The device is foolproof and lift may be used with complete safety to the operator, it was claimed. Equipped with 70" rails, it has been designed to contact frames on 97% of all American and foreign cars of 98.5" or longer wheelbase, including "bowed" frame models, operating in lengthwise position and without adapters. Adapters reportedly are required on only 3 of 100 cars serviced.

Want more info? Use coupon on

page 78 and you will get it!

929—Car Canopies

Car canopies with airplane-wing design trusses, which reportedly af-ford twice as much clear-span park-ing area as standard canopies, have been announced by Dallas Iron & Wire Works, Inc., P. O. Box 35105, 6025 Denton Drive, Dallas 35, Texas. A feature of the all-metal struc-

tures is their removability. Units can





be disassembled and moved from the property to another location, dis-mantling of a basic 50' x 20' unit requiring from 40 to 50 manhours. Units offer maximum protection against the elements, it was claimed, making it possible to show cars to customers during inclement or ex-tremely hot weather. They may also be used for car wash, polish and

mechanics' operations.

Want more info? Use coupon on page 78 and you will get it!

930-Dwell Angle-Carb Tool

A combination tool for adjusting distributor dwell angle and carburetors, with engine running, has been introduced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

By switching adjusting tips, tool will handle distributor or carburetor



adjustments on late-model General Motors V-8 cars and trucks. Each tool is equipped with both tips. The "OTC 500" is 19½" long with a 45° angle at the tip end to facilitate reaching down and around various reaching down and around various engine accessories, permitting work to be done without danger of burned hands and without removing the air cleaner. By turning the knob at handle end, extremely fine adjustments can be made quickly and easily, it was claimed. Tips are held in place by a set screw. A hex tip for distributor dwell angle and a special socket-type screwdriver tip for carburetor adjustment are easily interchangeable, the manufacturer reportchangeable, the manufacturer report-

Want more info? Use coupon on page 78 and you will get it!

931—Power Brake Kit

A power brake kit for field in-stallation on the '58 Mercury, as well as on the Edsel's Citation and Corsair models, has been announced by Bendix Products Division, Bendix Avia-

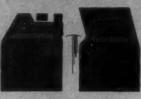
The kit, part No. 378747, contains the basic Hydrovac power unit plus complete fittings to install the brake on the vehicle with a minimum of difficulty.

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for front sout floor areas — all popular colors. Floor dis-



"BLUNT DIAMOND" SIZZLE PATCHES for inner tube and Tubeless



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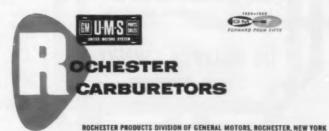




Free training boosts your earnings as a carburetor specialist!

Enroll now! Become a carburetor specialist! Classes conducted at General Motors Training Centers throughout the nation. Training is free. Write today to Service Department, United Motors Service Division, General Motors Corporation, General Motors Building, Detroit 2, Michigan.

Whatever the job—there's a kit to fit! Just flip open a carton or tear open the envelope of one of three tailor-made Rochester Kits... and you'll have just the parts you need to do the job. No left-over parts... no bulging inventory... and no lost parts. What's more, these are genuine Rochester Parts, made especially for Rochester Carburetors... specified as original equipment on more cars than any other carburetor. So, stock up on Rochester Parts Kits now for speedy repair jobs. Order today from your Rochester-UMS Representative. Ask him how you can get the new Rochester Parts Cabinets.



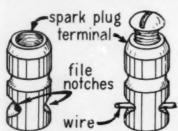


TIME SAVERS

Repairing Hood Release, Choke and Throttle

HERE is a time-saving repair for hood release, choke or throttle controls, etc., when the fitting gets lost from the end of the release cable:

File notches in opposite sides of a spark plug nut and pass the wire



through, securing it with a screw or screw backed by a locknut, -Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

Equipping Tool Cabinet For Electric Tools

FIND I have a real Time Saver wherever I work by installing two electrical outlets near the bottom of the cabinet holding my tool box for electric drills, power wrenches and other electric tools.

I also have a reel-type trouble light in the cabinet which will pull out 20' and allow 45' altogether when working from wall socket. When lead-in wire is rolled up and the cabinet closed, everything is inside. - Lawrence A. Flamm, Braymer, Missouri.

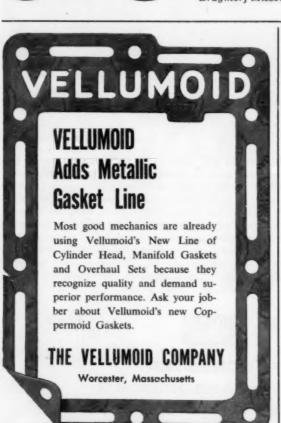
Pulling the Oil Tube Of Ford Rear Pump

When a puller is not available for pulling the oil distribution tube from the rear pump on Fordomatics, we use a 9/16" standard tap.

Insert the tap into the tube about 1/4" and move it from side to side, turning gently. Tube will slip out easily, in most cases, without injury.—Harry Dillon, Moscow Mills, Missouri.

Determining Oil Leak In Chevrolet Six

RECENTLY we had a six-cylinder Chevrolet in our shop which was accumulating oil in a small amount in the radiator - not



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Charges 7 amps. on dead battery

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will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

Correcting Turn Signal On 1957 Mercurys

On some 1957 Mercurys the turn signal will not remain in one of the "on" positions unless held there manually and in most cases the trouble is caused by the sliding insulating block inside the switch not touching the contacts soon enough.

This can be corrected by disassembling the switch (an easy matter if the metal tabs inside the mounting holes are pried up) and then either bending the contacts so that the block touches them sooner or adding a tiny bit of plastic tape to the end of the block.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Using Piece of 4" Pipe To Make Dust Cap Tool

I NSTEAD of taking a chance on damaging the dust cap by beating it on after packing the front-wheel bearings, we use a tool made from a piece of 4" pipe, capped at its threaded end.

enough to determine whether it was from a leaking head gasket, head bolt at the oil passage to rocker arm shaft or from the transmission cooler.

There was no water showing up in the transmission or motor, so in order to determine whether the trouble was in the cooler or not, we disconnected both cooler lines from the transmission and plugged one with a rivet and fitting. To the other one we applied controlled air pressure, looking into the top of radiator for air bubbles. They appeared after we applied eight pounds of pressure and we replaced the cooler assembly in the bottom tank of the radiator.

Virtually all automatic transmissions have some type of cooler connected into the coolant system and when a small amount of water gets into the transmission or oil gets into the radiator, the above method will determine whether not the leak is in the cooler.—Jack Robinson, Shop Foreman, Roach Chevrolet Company, Anthony, Kansas.

Removing the Engines On Dodge Trucks

Here's how we save three or four hours' time in removing Dodge truck engines, leaving the floorboards, bell housing and transmission all in place:

After the front end of motor is disconnected, we remove the six bolts that hold the bell housing to block, as well as the eight nuts holding the flywheel to crankshaft. This permits the motor to be removed. Of course, we mark the crankshaft and flywheel bolt holes so we can reassemble them correctly.— G. Lynch, George's Garage, Asheville, North Carolina.



ACME AIR APPLIANCE CO., INC.

100-120 HINSDALE STREET - BROOKLYN 7, N. Y.

By resting pipe on the flange and tapping gently, dust cap can be properly positioned without damage. — Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

To Clean Windshields, Use a Detergent

A TEASPOONFUL of liquid household detergent added to water in a windshield washer is very effective for removing road scum and film on windshields. Smells good, too.—Peter G. Comento, 3125 Tower View Drive, N.E., Atlanta 5, Georgia.

Replacing Cab Windows On GM Trucks

REPLACING rear cab windows on General Motors trucks which have a high body and small window opening high up behind cab window can be accomplished with this method:

From the bed body of truck reach through and pull out strip of

locking bead. This holds the channel in place. Then push glass through into cab instead of removing from bed body way. Remove channel and turn it around so the groove for locking bead is on inside of cab. It is then easy to put in the new glass and insert locking bead in channel from cab side.—G. Lynch, George's Garage, Asheville, North Carolina.

Replacing Valve Spring On Chevrolet Sixes

To REPLACE broken valve springs on six-cylinder Chevrolets without removing the head, first remove bolt stud and slide rocker arm to one side, rotating crankshaft, if necessary, until other valve in cylinder is closed.

Remove spark plug and play a stream of air into cylinder head to hold valve with broken spring closed. Top valve spring cover with 1" hollow drift and valve keys will fall out. Replace broken valve spring and cover. Put keys down on stem as far as they will go, using the spring cover as a key guide. Continuing to hold the valve stem up with an open air hose in the spark plug hole, top the valve keys with a 36" hollow drift. The keys will seat. Reassemble rocker arm and adjust valve to complete operation. - Thomas J. Leary, 324 Rosseter Avenue, Baltimore 12, Maryland.

To Remedy the Hump In Ford Products

On the 1958 Edsel and other Ford products, a dull thud or hump may be encountered when going over a slight dip in the road or starting off. We think this is caused by a vacuum created by drive shaft sliding on output shaft on the transmission.

To correct 90% of this trouble, we drill one 7/32" hole in the yoke approximately 1½" from the rear of yoke. On Corsairs and Citations with a larger wheelbase, it may be necessary to drill the hole all the way through or drill one on each side.—David E. Stubbs, 306 Marble Street, Charlotte, North Carolina.

TBEA Selects '58 Site

The 1958 annual convention of the Truck Body and Equipment Association has been set for Oct. 6-8 at the Ambassador Hotel, Atlantic City, N. J., according to Executive Manager Arthur H. Nuesse last month.



Your VAN NORMAN Equipped Jobber Hands You Extra PM* Profits!

Those extra PM° profits are in "Precision Machining" your VAN NORMAN equipped Jobber will hand you with wetsurface, automatic regrinding! You can stake your reputation for engine repair work on this re-conditioning of Heads, Blocks and Manifolds. Your in-line or V-type heads will be ground to positive limits. Absolute control of grinding assures "precision-mating" of even welded parts. Heads with stellite or other valve seat inserts are no problem.

Every cylinder head you take off, and every block and manifold, should be re-ground before re-assembly and, to the degree of precision only VAN NORMAN can give you today! So, don't pass up these jobs. Write and we'll tell you where to get this fast, economical service and extra PM* profits from a Shop near you. Van Norman Automotive Equipment Company, Springfield 7, Mass., A Division of Van Norman Industries, Inc.

VAN NORMAN IN MODERN, EFFICIENT SHOPS—EVERYWHERE!

It's a fact!



really move!

Ask your Yankee jobber about the free Dart displayit's durable, it's colorful, it sells Darts!















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SOUTHERN AUTOMOTIVE JOURNAL for December 1957 Want more facts? Use Reader Service Card Page 78

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Jobber News

(Continued from page 43)

Jacksonville, business manager of the Allied Gasoline Retailers (Florida) Association, and Ray Barnett, editor of Jobber Topics.

Other speakers included Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America; Raymond E. Barnes of Orlando, secretary and general counsel of Corporate Group Service, Inc.; Frank G. McKenzie of Bluefield, W. Va., president of the Southeast Automotive Show; Rep. A. S. Herlong, Jr. (D-Fla.), and R. E. Waterman, director of the Florida Sales Tax Division.

Boosters and AARs were hosts at the manufacturers' reception which preceded the banquet feature of this third convention.



Top: Officers and directors for '58 include (l. to r.): Charles H. "Chuck" Top: Officers and directors for '58 include (l. to r.): Charles H. "Chuck" Davis, executive secretary; W. C. Stephens of Tampa, retiring president; Ellis Hitzing of Jacksonville and Charles K. Reaves of Tampa; Clarence Babbitt of the Genuine Parts Co., Tallahassee, the new president; John L. Engels of Sarasota, secretary-treasurer; J. R. "Chic" Stradley, Jr., of Orlando, vice-president; Al Hines of Hollywood, L. A. Null of Lake City and A. J. Pockrus of Pensacola. Above: Frank G. McKenzie of Bluefield, W. Va., president of the Southeast Automotive Show, speaking as "Chuck" Davis (left) and W. C. Stephens listened attentively at the principal open business session. attentively at the principal open business session.



MANY MAKE OVER \$10,000 A YEAR! "After 3 months we are doing \$850 per mo. in radiator work and increasing all the time"—Robbins Motor Co., Marlow, Okla. "Now going at rate of \$18,000 a year," says Clough, Storm Lake, Ia. You, too, can do this well!

20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, cooling capacity decreased, radiators will require more service than ever! Get your share of this huge profit potential—now!

Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertises nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon for Free Book today.

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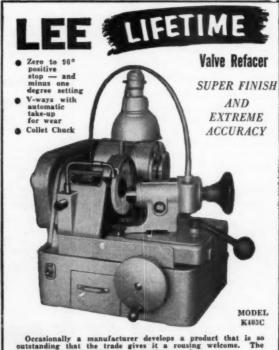
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Occasionally a manufacturer develops a product that is so outstanding that the trade gives it a rousing welcome. The K. O. Lee Lifetime Refacer is such a product.

The K403C refacer does an exceptionally fine job of grinding alves—providing a super finish seldom equaled by more ex-ensive machines.

K. O. Lee Company, Aberdeen, S. D.

Kahlert Succeeds Rison At Thompson Products

CARL L. Kahlert has been named acting manager of the Replacement Division of Thompson Products, Inc., succeeding Whitmell T. Rison, who is missing and presumed drowned following a boating accident in Canada last month.

A veteran of 21 years with the company, Kahlert joined Toledo Steel Products Co., then a subsidiary of Thompson Products, in 1936, as a sales correspondent. He later became assistant sales manager and supervisor of customer relations.

During World War II he represented the company with East Coast aircraft engine manufacturers and returned to Toledo Steel as eastern division sales manager in 1946. He became manager of Toledo Steel Products in 1952 and in the spring of 1956 was named administrative manager of the Replacement Division.

Nine Southerners Join Rolls of AEA

N INE Southern firms have been approved for membership in Automotive Electric Association; too late, however, for inclusion in the new AEA membership directory, AEA President E. N. Robinson announced.

They are: Austin Battery & Electrical Co., Austin, Texas; Auto Parts Co. of Hialeah, Hialeah, Fla.; Barnes Auto Electric Co., Hobbs, N. M.; Engine Service & Supply, Odessa, Texas; Howard Brothers, Maryville, Mo.; Kelso Engine & Equipment, Magnolia, Ark.; Magneto Specialty Co., Dallas, Texas; Motive Parts of Miami, North Miami, Fla., and Oscar Wilson Automotive Co., St. Louis, Mo.

AC Advisory Group Holds Fall Session

THE fall session of the 1957 AC Distributor Council, a 14member advisory group for AC Spark Plug Division of General Motors, was conducted in Palm Springs, Calif., last month.

Southern members are Wayne Bull, Wayne Bull Auto Parts, San Antonio, Texas; W. D. Craig, Craig Motor Service Co., Fairmont, W. Va.; Max A. Hayes, Hayes & Hopson, Inc., Asheville, N. C.; John Yantis, Ozburn, Crow & Yantis Co., Fort Smith, Ark., and John H. Yellman, United Service Co., Inc., Lexington, Ky.



Earl L. Kennedy (top) and R. P. Hall (above) have been appointed branch managers in Memphis, Tenn., and Atlanta, Ga., respectively, by The Timken Roller Bearing Co., Canton, O, Kennedy started with the company in 1947 as a sales representative covering Delaware and Maryland, his territory later being increased to include Virginia and northeastern North Carolina. Hall, who joined the company in 1939, was most recently manager of the Memphis branch office.

Miracle Power Division Sold by AP Parts

M IRACLE Power Division of The AP Parts Corp. has been sold to Miracle Power Products Corp. of Cleveland, Ohio, it has been announced by Ralph G. Rule, AP president.

In announcing the sale, Rule pointed out that AP had operated the division for the past ten years during which time he said Miracle Power had become widely recognized as a leading additive-type product in the automotive field.

The decision to divest AP of all connections with Miracle Power, he said, arose from the success of AP exhaust systems and the desire to apply the complete facilities and manpower of the AP organization toward further expansion of its exhaust system products and services.

Rule said that Miracle Power's products had met with wide acceptance as a quality lubricant in the automotive, aircraft and industrial fields, but "AP's rapid postwar rise to leadership in exhaust systems, and the tremendous expansion of the muffler market, makes it impractical for us to continue giving the Miracle Power Division the attention it deserves."

According to Jerrold Snett, vice-president and general manager of the newly-formed Miracle Power Products Corp., the Cleveland firm is associated with the Eveready Pressurized Products, Inc. This company has been engaged in manufacturing, developing and marketing many chemicals and lubricants in the automotive and industrial field since 1945. It has been especially successful in working with the Miracle Power Division on pressurized containers and has worked closely with AP for a number of years.

Snett, who has been general manager of Miracle Power Division of AP for two years, said that the new company would maintain and enlarge its present distribution methods.

Roy Lane Opens in Odessa

Roy Lane Auto Supply was opened recently at 110 N. Lee St., Odessa, Texas, by Roy Lane, owner and operator, who for a number of years was connected with the Senior Auto Parts of that city and later with Yakie Auto Supply of Port Arthur. Most recently Lane was employed by Texas Auto Parts Co. of Odessa.

Alabamian Adds Warehouse

Craig Supply Co., of Tuscaloosa, Ala., recently opened a third warehouse. The additional facility became necessary because of an increase in muffler, tailpipe and exhaust system business and the many new numbers, according to President Joe A. Craig.

Keenan Opens Pelham Store

Keenan Auto Parts Co. has opened a branch store at Pelham, Ga., on West Railroad St. R. C. "Pete" Cheney, who joined Keenan's in 1952, is managing the store.

Gates Rubber products have been added to the line of Chambers Automotive Supply. Princeton, W. Va., according to Owner L. W. Chambers.

Collier Heads Southeast For Rotary Lift

PPOINTMENT of Charles W. Collier as Southeastern district manager for the Automotive Lift Division of Rotary Lift Co., Memphis, division of Dover Corp., was recently made by Division Sales Manager Schuyler C. Reber.

An Indiana University graduate, Collier was formerly associated with The Texas Co. in Indianapolis, and was later mid-South district sales manager for O. A. Sutton Corp.

Maremont Names Hawkinson

D. B. "Hawk" Hawkinson has been appointed district manager in Kansas and parts of Misouri by Maremont Automotive Products, Inc., representing its muffler and exhaust system parts lines. He will headquarter in Kansas City.

King Sales Hires Baldwin

King Sales Co., Jacksonville, Fla., has appointed Richard "Dick" Baldwin district representative for South Florida, with headquarters in Miami. Baldwin for a number of years was associated with Packard Motor.

O. A. Evans Dies in Texas

O. A. Evans, 69, of Roper, Harris & Dunn, Greenville, Texas, died recently of a heart attack. Although Evans officially retired Jan. 1, 1957, from active participation in the firm, he was still president.

AP Parts Appoints Three Southerners

OSEPH L. Powell of Doraville, Ga., Joseph N. Stafford of Nashville, Tenn., and Jack H. Allen of Newport, Ky., have been appointed Southeastern territory managers for The AP Parts Corp., Sales Manager H. C. "Skip" Stivers announced recently.

Powell will cover Georgia; Stafford, an area consisting basically of Tennessee, and Allen, Kentucky.

San Antonio Firm to Move

Gilbert's Auto Parts, 1616 Guadalupe, San Antonio, Texas, has purchased the property in front of its present location and plans to move by Jan. 1.

Clifton Names Crockett-Jordan

Clifton Mfg. Co., Waco, Texas, has appointed Crockett-Jordan Co. of Dallas to handle its seat covers in Texas, Louisiana, Arkansas and Oklahoma, as well as Memphis, Tenn.

Texas Firm Changes Name

Angelo Automotive Co. is the new name of the Angelo Axle and Spring Service, 35 East Concho, San Angelo, Texas.

Arnold Musick, former employe of National Parts, Bluefield, W. Va., has been added to the shop of Chambers Automotive Supply, Princeton, as machinist, Owner L. W. Chambers announced.

Sherwin-Williams Picks Three

Three Southern winners of Sherwin-Williams Co.'s 1957 national top sales achievement awards have been announced by Arthur H. Burt, vice-president and director of sales. They are J. A. Mipro, area sales manager, New Orleans, La.; G. L. Howell, area sales manager, Tampa, Fla., and O. A. King, transportation sales representative, Richmond, Va.

Mountjoy Holds Fourth Class

C. H. "Cory" Mountjoy of the Mountjoy Co., San Antonio, Texas, recently conducted his fourth mechanics' class in automatic transmission service. Instructors were Robert Haedcke and E. P. Bru-

Towler Elected at Sparton

John Towler, general manager of Sparton Automotive Division, Jackson, Mich., has been elected vice-president of the parent company, Sparton Corp., in Jackson.

Stewart Passes in Fort Worth

Jess Stewart of Generator Service Co., Fort Worth, Texas, died recently following a heart attack. He was owner and operator of the company prior to its being sold 15 years ago to Beard and Stone. He continued as manager.

Oklahoman Builds Store

Increased business has necessitated the erection of a new building by A. & B. Automotive Co. of Oklahoma City, Okla., on the large parking area adjacent to the present store, which was built two years ago at 301 N. W. Third St.

Cole-Hersee Names Atlantans

Messrs. Roberts and Hood of The Minnich Co., Inc., 644 Boulevard, N. E., Atlanta, Ga., will represent Cole-Hersee Co. of Boston, Mass., in North Carolina west of Hickory; in Tennessee east of and including Chattanooga, and in South Carolina and Georgia.

Tobin-Arp Picks Mills

Appointment of Harold E. Mills, Lubbock, Texas, as district sales representative for Texas, Oklahoma, Louisiana and Arkansas for Tobin-Arp Mfg. Co. of Minneapolis has been announced.







lavo-matic

8-cup ELECTRIC PERCOLATOR in glowing Copper Color aluminum

> Handsome, Fully Automatic Percolator that Makes Coffee Taste Better ... Stops Perking **Automatically When Coffee** is at Flavor Peak. Wonderful Gift or Enjoy it Yourself!



YOURS



with trade-in of Junk Cores on



Get This Sensational EXTRA-VALUE ASSORTMENT—PLUS the \$14.95 Electric Percolator FREE with trade-in of junk cores.

10 Fast-Selling Numbers. Full selection of Single and Dual Types to give you complete replacement coverage for most popular cars and trucks. Famous AIRTEX top quality-delivers long-lasting, trouble-free satisfaction that builds repeat business for you!

Order from your AIRTEX WHOLESALER - or write direct for full details

AIRTEX PRODUCTS INC. FAIRFIELD, ILLINOIS

SOUTHERN AUTOMOTIVE JOURNAL for December 1957 Wanf more facts? Use Reader Service Card Page 78



This unusual panoramic view was taken from inside a 1958 Chrysler by Chrysler Corp.'s engineering photographic department, using a specially adapted cam-

era which gives the effect of a motorist swiveling his head completely around inside the car. Taken from the tip of Belle Isle in Detroit, photograph

Automotive NEWS BRIEFS

(Continued from page 15)

will speak when he is guest of honor at a "30-Year Club" breakfast being staged Jan. 14 by the "Old Timers" at 7:30 a.m. in the ballroom of the Di Lido Hotel. His subject will be "The Automobile Dealer—Today, Yesterday and Tomorrow."

Robert A. Whitney, president of Marketing Audits Institute and a past president of the National Sales Executives, will address one business session, as will W. Heartsill Wilson, assistant to the vice-president in charge of sales, Plymouth Division, Chrysler Corp.

Clarence J. Staufenbeil, usedcar manager of Cadillac Motor Car

If usual procedure is followed at the Miami Beach convention next month, NADA will elevate Dean Chaffin (below), Boseman, Mont., from the vice-presidency to the presidency.



Division, will speak at the service session dealing with used-car appearance and reconditioning.

The service consultation hall feature will be repeated because of its popularity at the San Francisco convention early this year. There the dealers and their service managers may confer personally with the top service managers of all divisions of each manufacturer regarding service problems and programs.

Topflight entertainers will be

sprinkled through the entertainment side of the program and will include Lawrence Welk and Tennessee Ernie Ford. Ford will appear on the annual Sunday evening musicale, to take place Jan. 12 in the Miami Beach Auditorium. Welk and his musicians will star in the 1958 NADA Revue, which will close the convention.

The 1959 convention will be held at Chicago, in Washington in 1960, in San Francisco in 1961 and in New York in 1962.

Anticipated result of the recent graduation of nine instructors from the instructors qualifying school sponsored by Richmond Battery and Ignition Corp.. Richmond, Va., and The Electric Auto-Lite Co. is better service to the car-owning customers of more than 270 servicemen in that Virginia area. Graduates are (l. to r.): J. N. Eller, Dixie Diggs Auto Parts, Hampton; C. D, Wright, Arthurs Electrical Service, Richmond; M. M. Clements, Richmond Battery and Ignition; Robert M. Parker, Morse-Parker Motor Supply, Portsmouth; Robert E. Diggs, Dixie Diggs Auto Parts; William T. Miller and C. G. Miller, Jr., both of Richmond Battery and Ignition; G. Pat Carrier, Fred T. Gies & Co., Newport News; F. E. Green, Car Parts Service, Norfolk, and Instructor W. B. Selb. Each graduate had a minimum of five years' practical experience and the week-long instructors course showed them how to pass their practical knowledge along to beginning servicemen.





shows, extreme left, the Windsor, Ontario, skyline narrowing to the Detroit River. Through windshield, the Detroit skyline. Center is General MacArthur

Memorial Bridge to Belle Isle. Through rear window is a section of Belle Isle, and, right, the Windsor skyline. (For further comment see page 56.)

Chaffin of NADA Sees 1958 Bright; Discounts Law on Territory Security

NEXT year should turn out to be "a better year" for car dealers than 1957, affording a "terrific market."

That's what Dean Chaffin of Bozeman, Mont., first vice-president of the National Automobile Dealers Association, told SOUTHERN AUTOMOTIVE JOURNAL in an interview at Biloxi, Miss., last month.

The veteran Chevrolet-Buick dealer, who is expected to be elevated to the presidency of the 25,000-member association at the 41st annual convention at Miami Beach Jan. 11-15, asserted:

"The greatest factor that controls our business is financing. It has been too loosely a structure."

Buyers must be made to understand more clearly how their equity increases with their payments and dealers must be "very careful" about extending payments, he said during his visit to address the 16th annual convention of the Mississippi Automobile Dealers Association.

Over-extension of payments can wind up with the car owner owing more than his equity, the former speaker of the Montana house said.

Next year should see about the same number of cars — 6,000,000 — sold as this year, he forecast. "Higher prices will not affect sales. I do not think the buying public is price-conscious. They are going to get that much more on their trade-ins."

There will likely be less pricepacking in 1958, he also predicted.

On a much-discussed subject, he said he personally felt:

"The only way you can ever get territory security in force is through mandatory legislation. In order to pass mandatory legislation, the manufacturers would have us in court for the next 20 years and they would have a lot of help."

Under usual procedure NADA elevates the first vice-president to president. Chaffin has long served on important committees. He has been a Chevrolet dealer slightly more than 25 years. He is a past president of the Montana Automobile Dealers Association and the Montana State Chamber of Commerce. He has served five terms in the Montana house and part of that time was the speaker.

New Fields Are Eyed By Auto-Lite

SIMULTANEOUSLY with appointment of George Spaulding to its new post of director of research, The Electric Auto-Lite Co. announced an expanded research and development program.

Of importance will be the development of products in areas not now served by the company, according to President James P. Falvey.

Spaulding has been with the company since 1948.

Texas Council Condemns Brake-Testing Order

R ELAXING of brake - testing standards for Texas motor vehicles by the state's Public Safety Department has brought forth protest from the 1,000-member Highway Safety Council of Texas.

Council Executive Director G. C. Morris, in a letter to the Texas Public Safety Commission chairman, protested the commission's recent order cancelling the directive authorizing inspection stations to "pull wheels" to inspect brake linings, condition of drums and fluid level on hydraulic systems.

"It is a recognizable fact that you cannot check brakes by roadtest only," Morris stated. "As a result of the action taken by your commission, the inspection of brakes becomes a farce because brakes can now be tightened sufficiently to pass inspection when there is little, if any, brake lining."

Morris asked that the council be allowed to present "the side of safety" to the commission on its decision

General Motors Boasts 700,000 Shareholders

GENERAL Motors is now owned by more than 700,000 share-holders, the broadest ownership in the history of any industrial organization, according to President Harlow H. Curtice.

The high was reached as the corporation moved toward its 50th anniversary year in 1958. The total represents a gain of 200,000 shareholders in two and one-half years and 100,000 in 18 months.

Life of Automobiles Has Doubled In Three Decades, AMA Reports

A UTOMOBILES last twice as long now, even with a lifetime mileage four and one-half times greater, than they did 30 years ago.

This fact, representing the latest computations of life and lifetime mileage on vehicles scrapped, together with an imposing array of related statistics, appears in the latest edition of the Automobile Manufacturers Association's annual handbook, Automobile Facts and Figures, recently published. Most figures are as of the end of 1956.

Among information highlights in the booklet are:

With an increase during 1956 of 3,184,000 motor vehicle drivers,

the number of operators' licenses outstanding has reached 77,869,000. Together these operators accumulated a record of 628 billion vehicle-miles in 1956, averaging more than 8,000 miles per individual.

More than 75% of individuals ten years and older live in households owning automobiles.

One-fourth of the delivered price of a passenger car comprises taxes of all kinds.

Insurance premiums on motor vehicles in use in 1955 totaled slightly under \$4½ billion.

American import of foreign cars in 1957 doubled its 1956 rate, with those from West Germany and the United Kingdom leading.

Half of cars on American highways have automatic transmissions,

Of the world's passenger cars, 69.4% are in the United States.

Suburbs are the best markets for new cars. In metropolitan areas, 61% of new-car buyers live in outskirts, while 39% live in the central city parts.

Replacement parts sales last year totaled \$1,827,000,000, corpared with \$1,805,000,000 in 1955 and \$1,683,000,000 in 1954.

Station wagons accounted for 11% and hardtops for 31% of the 1956 sales.

Last year 4,600,000 vehicles were scrapped, a preliminary estimate showed. This compared with 4,355,000 in 1955 and 4,379,000 in 1954.

Passenger cars over five years old as of July 1 numbered 20,000,000.

NADA Designates Conley For Public Relations

A PPOINTMENT of John E. Conley as director of public relations for the National Automobile Dealers Association has been announced by Executive Vice-President Frederick J. Bell.

A native of New York, Conley is a graduate of the University of Notre Dame and was for seven years on the staff of the Baltimore Evening Sun as financial editor. More recently he was assistant director of human relations for McCormick and Co., Inc., in Baltimore.

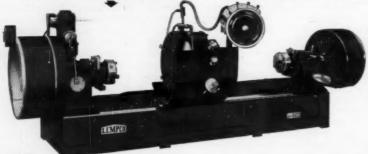
Bell has also announced changes in duties of present NADA staff members. Walter M. Kiplinger is now director of conventions and exhibitions; William C. Hamilton, director of membership activities, and Ray A. Sullivan, director of publications.



THE 530 DRUM LATTIE for passenger and heavy duty drums. 8 feeds, 5 spindle speeds, drum capacity, 13½" depths and up to 30" dia., Timken adjustable bearings. Tops for all purpose work!

THE 545 SURFACE GRINDER handles all cylinder heads, including V-8's and manifolds. Overhead grinding wheel, grinds face up to .001 accuracy. Work leveled without clamping or distortion. Dial indicator measures stock removal. All controls front mounted.

THE 520 CRANK GRINDER handles small shafts to big "Cats." 5 motors for full power operation. Variable work drive — 89" work length. 10" stroke, 26" swing. Unquestionably the finest grinder in its class!



Money-Makin' Machines!

That's what jobbers call their Lempco shop equipment. Why? Because every Lempco machine is

- Designed to turn out more work better and faster.
- · Ruggedly built to the most exact specifications.
- Planned to handle today's and tomorrow's jobs with equal speed and accuracy.
- Equipped with time and money-saving features found in no other machines.

Write for catalog to LEMPCO PRODUCTS, INC., 5490 Dunham Rd., Bedford, Ohio



Lempco's "Partnership Terms" let you buy out of income!

Products, Inc., Bedford, Ohio

Subsidiaries: Lempco Automotive, Inc., Lempco International, Inc., Evans Reamer and Machine, Inc., Manufacturers since 1918 of Automotive Replacement Parts • Crankshaft & Surface Grinders • Hydraulic Arbor Presses • Brake Drum Lathes & Grinders • High Speed Reamers.

Can business publication advertising actually sell?

By reputation, salesmen are reluctant to credit anything but their own selling efforts for getting names on the dotted line.

Actually, it's quite a different story. The most successful salesmen will tell you two important things about selling. 1. That the selling process is largely a matter of communicating ideas. 2. And that specialized business publication advertising can help importantly to register information with prospects.

Of course each salesman will express this in his own way... but they all agree that selling would be far more difficult without the advertising that appears in the industrial, trade, and professional publications that serve the specialized markets to which they sell.

Here, for instance, is what a salesman has to say about this kind of advertising:

George A. Ecclesine Gerberich-Payne Shoe Co.

sells to retailers

Savs Mr. Ecclesine:

"We couldn't get along without trade advertising in the boy's shoe business. I'll tell you why.

"Ours is not a big shoe company but we have to cover the whole country. There are just ten salesmen. Most of our business is done with the smaller retailers and you can see that we are not able to call on any one retailer too often. But our advertising can call on these fellows every month. We know that they see the ads and read them because they know who we are when we walk in the door and they're ready to start talking about the very things that have appeared in our ads.

"For instance, we had an idea that the boy's shoe business was being neglected by the general clothing store or the general shoe store, and was drifting to the men's shoe stores. To dramatize this concept of business being lost we started running a series of initials at the foot of our ads. They read BSB-FMB.

"People in the trade started asking about these initials and the mystery was built up to a climax at the shoe convention in Chicago that year. There we made it known that the initials stood for 'Boy's Shoe Business is Future Men's Business.' The idea really caught on. As you can see, the whole build-up was made, quite inconspicuously too, in our trade advertising. That's just one example of how much we know these trade ads are read, and what a job they are doing for us."

Ask your own salesmen what your company's business publication advertising does for them. If their answers are generally favorable you can be sure that your business publication advertising is really helping them sell. If too many answers are negative it could well pay you to review your advertising objectives - and to make sure the publications that carry your advertising are read by the men who must be sold,

National Business Publications, Inc.



... each of which serves a specialized market in a specific industry, trade or profession.



How salesmen use their companies' advertising to get more business

Here's a useful and effective package of ideas for the sales manager, advertising manager or agency man who would like to get more horsepower out of his advertising. Send for a free copy of the pocket size booklet entitled, "How Salesmen Use Advertising in Their Selling," which reports the successful methods employed by eleven salesmen who tell how they get more value out of their companies' advertising.

SALESMEN USE BUSINESS PUBLICATION **ADVERTISING** IN THEIR

You'll find represented many interesting variations in how they do this. Some are very ingenious; all are effective. You can be sure that more of your salesmen will use your advertising after they read how others get business through these simple methods.

The coupon is for your convenience in sending for your free copy. Then, if you decide m neur your ree copy. Then, if you decine you want to provide your salemen with additional copies, they are available from NBP Headquarters, in Washington, at twenty-five cents each. Or, if you choose you can reprint the material yourself and distribute it as widely as you

please. But first, send for your free copy.

NATIONAL BUSINESS I Department 3B 1413 K Street, N. W.	PUBLICATION	NS, INC.
Washington 5, D. C.	STerlin	g 3-7533
Please send me a free "How Salesmen Use Adv		
Name		
Name Title		
Title		

Dealer-Factory IIIs Self-Engendered, Rude Says; Cites Bigger Sales in '58

By ALAN G. RUDE
President, Universal CIT Credit
Corp., New York City

From my observations, most of the ills that exist in the automobile business are self-engendered.

We have already established the need for the product and its standing in the economic and social structure of the country, so if loose, unsound and unprofitable merchandising tactics are indulged in, they can only have a disastrous result for everyone engaged in the business.

Certainly the basis on which the product is sold is the responsibility of the manufacturer and dealer and I don't think they can look to anyone else to correct the evils, if you can term them as such, that exist in the industry.

There is another responsibility — that of the sales finance com-



panies and credit houses participating in the financing of automobiles — who should see that sound and equitable credit terms are maintained for the good of the business.

You are in a good business, and if you are doing things that make it a bad business, then you will have to pay the price for it. You Editor's note: There's talk of getting NADA to ramrod through Congress a second law, this time to seek territory security for franchised dealers. In these excerpts from the address by this well-known finance executive before the annual convention of the Mississippi Automobile Dealers Association at Biloxi Nov. 5, you get his thinking on some current problems and the market outlook for the new sales year.

cannot expect the public to have respect for a business which does not develop its own self-respect. When you are selling a product that is as much in demand and has the intrinsic value of an automobile in terms of transportation, business needs and social enjoyment, there is no need to depart from sound selling principles to sell it.

Instead of unsound advertising practices and pressure programs being used in so many parts of the country, the manufacturers and dealers would be well-advised to institute and maintain a sound and constructive sales program that will safeguard their market and





Order from your jobber or direct from us.

Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.

build respect for themselves and their product in the minds of the

buying public.

It is easy to criticize but it serves no purpose unless suggestions are offered to improve the subject of criticism. It appears to me that the sensible program to be followed would be for the manufacturers to schedule their production to meet the reasonable demands of their market and for dealers to establish and adhere to the sound merchandising principles that will bring about a healthy condition to their business. (Applause)

There are some indications that the manufacturers are beginning to realize that a sound merchandising platform is indispensable if automobile retailing in its present form is to survive. I know they have given this idea lip service for a long time but now they really believe that a sound, profitable dealer organization is necessary to their welfare.

The Outlook for '58

1957 has been a fair automobile year. Now what about 1958? The best figures we have available indicate that more than 11,000,000 people will be coming out of automobile debt in 1958 and another 4,000,000 cars will be junked during the same period, so you will have a starting base of 15,000,000 people who will normally be in the market for the purchase of a new or used car.

To these figures must be added several million additional prospects from the two-car family market, people who are not presently in automobile debt, etc., making, as we see it, a potential market of more than 20,000,000 new- and used-car sales for 1958. Dealers should be able to sell millions of automobiles and, what is more important, sell them at a profit!

The key to your future success in any kind of an economy will be quality management. By this I mean quality management in connection with every phase of your business the kind of management that can and will appraise the facts and not indulge in wishful thinking the kind of management that can mold their organization into a smooth-functioning, hard-hitting unit . . . , the kind of management that will take the action necessary to produce every dollar of income and control every dollar of expense including their own.

You must realize that every department of your business must be

made to stand on its own feet if you expect to meet your competition on common ground. In order to do this, every dollar of income and ounce of customer good-will must be developed. . . .

Inflation is a very insidious thing and the problem we have today is one of keeping it under control and, gentlemen, having a "little" inflation is like being a "little" pregnant. It is unquestionably the most serious problem concerning us.

If we were to have the tragedy of another major war, I doubt there would be much left to worry about. Conversely, we should not squander our heritage through inflation and mismanagement.

Many people feel, particularly some of those in government, that we cannot have progress and prosperity without creeping inflation. We are debasing our currency at the rate of about 3 to 4% a year. If this trend continues, in another ten years our dollar will be worth approximately 40% less than it is today and it is worth only 43 cents today compared with the 1939 dollar.

This Accelerates Inflation

There is little tendency to save something that becomes worth a little less each day and it is this process that accelerates inflation and changes it from the "creeping" to the "galloping" kind.

Let's not smugly delude ourselves into thinking "it can't happen here!" We cannot isolate ourselves from what is happening around us. I made a trip this summer to Europe. In France, for example, a good dinner for two could cost 10,000 francs; in Italy, 15,000 lire; in Spain, 1,000 pesetas. All these currencies were sound once—in fact, much stronger than our dollar.

Let's keep in mind that we owe it to ourselves and to those who will follow us to express ourselves on this most important problem and particularly to our representatives in government who are charged with the responsibility of soundly managing our affairs.

However, I am convinced that the health of the American economy can be maintained on a sound basis and business expanded in a friendly and favorable climate. It has often been said: "As the automobile business goes, so goes the nation's business."

So it is a literal fact that you men, as automobile dealers, are a prime factor in our economy. We



FILT-O-REG makes the motor you tune, sing in tune...wherever your customers go... in warm weather...up steep mountain grades or thru stop-and-go traffic.

FILT-O-REG

FUEL PRESSURE REGULATORS



FILT-O-REG helps you DO THE JOB... saves you wasted service time because it controls the over-pressure in the fuel system to a constant, unrestricted even fuel pressure on the carburetor under all driving conditions. TRY IT...PROVE IT. Every auto, truck, gasoline engine, new or used, needs this quality fuel pressure regulator.

Order from your jobber

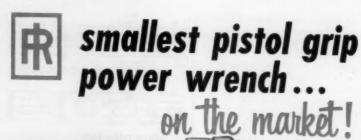
WRITE FOR HELPFUL BULLETINS: #317 YOUR ANSWER TO VAPOR LOCK

#302 HOW "OVER-PRESSURE"
CAUSES CARBURETOR
FLOODING



MAKES GASOLINE ENGINES RUN BETTER!

Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19





Developed especially for such automotive service jobs as body work, automatic transmissions, instrument panel, heaters, air conditioning and accessories. • Weighs only 41/2 lbs.

- Overall length: 513%"
- Natural trigger finger
- Hand formed grip

e Foolproof reverse valve

Rubber nose seals out dirt

13 Famous I-R Multi-Vane air motor backed by over 50 years' experience

Write for descriptive flyer — Form 5227.

11 Broadway, New York 4, N.Y.

as a nation have the natural resources and the ability to solve our problems. It is my opinion that sound thinking, good planning and willingness to work will solve most of them in time.

We are not at the end, but at the beginning of a great period of growth. We need to remind ourselves day after day that the great American adventure is still young and that our needs and opportunities, both as a nation and as individuals, are unlimited.

Gentlemen, that is the way I feel about your future as automobile dealers — your opportunities are unlimited!

World's Top Cars to Bow April 5-13 in New York

TEWEST models of the world's six automotive producing nations will be presented at the 1958 International Automobile Show to be held in the New York Coliseum April 5-13

Show President Charles Snitow said that the second presentation of the world's motor show would be well over twice as large as the initial Coliseum exhibit of 1956. He said that the combined displays from England, France, Germany, Italy, Sweden and the United States will utilize over 200,000 square feet of exhibition area as against 88,000 square feet two vears ago.

Featured will be every aspect of the industry's latest advances, including hundreds of new-model luxury, sports and economy cars, new-style motocycles and automotive accessories, as well as improved fuels and supplies produced by the major manufacturers throughout the world, Snitow said.

GM's Olathe Plant Makes a Million

PRODUCTION of its one-millionth automotive storage battery has been reached by General Motors' Olathe, Kan., Delco battery plant, Manager John Harrison announc-

Production operations launched at the Olathe unit a little more than a year ago and production schedules have kept pace with demands from the central western states which the new plant serves

Batteries produced in Olathe are used as original equipment on cars assembled at the Kansas City, Mo., Chevrolet and BOP plants. They are also used to supply United Motors Service and GM car dealers.

Sims and Walker Williams To Address Louisianans

LISON G. Sims, the Vincennes, Ind., Ford dealer who has addressed many state dealer conventions in recent months on how to figure new-car and used-car profits, will be among the speakers at the annual convention of the Louisiana Automobile Dealers Association Feb. 24 at New Orleans.

Manager-Director John O. Hofbauer also announced that Walker A. Williams, vice-chairman of



Vice-Chairman Williams

Ford Motor Co.'s dealer policy board and a native of Wellington, Mo., would speak. U. S. Senator Allen J. Ellender (D-La.) is also expected to be heard.

J. Alfred Begnaud of Lafayette is president, Garland P. Mahaffey is vice-president and Everett Richaud is secretary.

Continental Sell-Out Pushes Up Production

A complete sell-out of all available Continental Mark III models in Chicago, Detroit and other major cities has prompted the Lincoln and Mercury Division of Ford Motor Co. to step up production to meet the demand.

The sell-out last month marked the most successful introduction of Continental and Lincoln cars in history, according to Joseph E. Bayne, general sales manager of the division.

"This was the finest and most enthusiastic introduction we ever have had and more than 2,700 cars were delivered or firm orders taken during last Friday and Saturday alone," Bayne said. He added that customers were delighted with the appreciable reduction in prices of the full line of Continentals.



Speakers Draw Bead on Inflation In Talks to Mississippi Dealers

Instruction in the state of the Mississippi Automobile Dealers Association convention at the Buena Vista Hotel, Biloxi, Nov. 3-5.

Benson Ford, vice-president of Ford Motor Co., warned that the wage-price inflation spiral — representing a "struggle between prosperity and disaster" — threatens the bright economic prospects of the nation for 1958.

Ford, chairman of his company's Dealer Policy Board, said it is up to the American people to "find the political courage and wisdom" to meet the challenge of wage-price inflation. (For more details on his talk, see page 11.)

U. S. Senator John C. Stennis (D-Miss.) asserted that unless something is done by the president and Congress to check the present fast inflationary trend, "the way will be paved to some form of socialism."

That was what happened in Germany, encouraging Hitler's rise, he said, and he declared that the American dollar had lost five cents in value in the last 14 months.

And said Alan G. Rude, president of Universal CIT Credit

"There is a great deal of discussion these days as to how one can achieve business security in these troubled days of false economy. Of course, there is no such thing as absolute security but I believe the question of security in the operation of any business, and particularly a small business, is to keep your business as nearly fluid as possible so that you can meet the problems posed by a rapidly changing economy.

"Of course, it is always necessary to plan for the future, but, most of us are willing to concede, no one can forecast the future with any reasonable degree of accuracy. It is well to meet the day's problems as they arise. The willing-

ness to find the right answers should, in the final analysis, rest with us and we should not depend on someone else — particularly the government — to do it for us.

"There never has been and there never will be any governmental panacea of a sound nature for solving economic problems. You cannot legislate yourself into prosperity." (For additional details of his talk, see page 100.)

Other speakers included Dean Chaffin (see page 31), first vice-president of the National Automobile Dealers Association, and Elson G. Sims (see page 74), Ford dealer of Vincennes, Ind., the latter having appeared on many convention programs to explain dealers' true cost in moving cars.

Those making briefer appearances on the program included L. Flowers Hamrick of Greenwood, the retiring NADA director and a "father" of the 16-year-old MADA; John D. Wise, Jr., of Hazlehurst, the retiring treasurer; C. H. Hawkins of Kosciusko, legislative committeeman; John D. Smith of Mendenhall, a state highway commissioner; C. Arthur Sullivan of Jackson, attorney and labor consultant; J. O. Boote, Jr., and Carl-

DO YOU RECOGNIZE THIS PIECE?

419

How This Original Pipe Works and Trouble It Gives? — When This Pipe Breaks It Ruins Carburetor, Plugging It With Exhaust Carbons.

THE ONLY WAY TO ELIMINATE THIS TROUBLE IS BY INSTALLING B. P. S. "CHOKE STOVE KIT"

Don't Wait Until This Pipe Breaks! INSTALL CHOKE STOVE KIT NOW

Ford - Mercury Lincoln - T-Bird 1955 thru 1957



Show This Ad to Your Jobber

BRAKE PARTS SPECIALTY

1914 West Washington Blvd.

Los Angeles 5, Calif.

THOR PORTABLE POWER TOOLS

1500 tools for automotive service, industry, construction



World's largest exclusive manufacturer of portable air and electric tools

THOR POWER TOOL COMPANY

Prudential Plaza, Chicago 1, III.
Branches in all principal cities

DEPENDABLE BATTERIES . . . for more than 30 years.

IBMA APPROVED



Automotive, Marine,
Motorcycle, Aircraft.
WE OUTSELL . . . BECAUSE
WE OUT SERVE
We also Repair and
Rebuild ALL Makes . .
Automotive,
Industrial and Railroad

YOCAM BATTERIES, INC. Tampa, Fla. Service Branches in Tampa, Miami, Jacksonville and Pensacola, Fla., Macon, Ga., and Prattville, Ala.



Leaders of the Mississippi Automobile Dealers Association and a guest speaker shown here are (l. to r.): seated, M. B. Gavin of Lucedale, retiring president; W. T. "Buster" Brown (Ford) of Greenville, president; H. J. Vickery of Houston, John E. "Jack" Lee of Morton and Roy Burrows of Laurel, vice-presidents; standing, Herb Meade of Natchez, secretary-treasurer; L. Flowers Hamrick of Greenwood, retiring NADA director: S. E. Kossman of Cleveland, NADA director: Dean Chaffin of Bozeman, Mont., first vice-president of NADA, and Carl G. Wallace of Jackson, who was praised highly for his first year as the manager.

ton O'Keefe of the Aetna Life Insurance Co., who explained the group insurance program; H. L. "Buck" Roberts, Chevrolet dealer of Shelby, who related about local and state association activities, W. A. "Bill" Lanham of the Credit Protective Bureau and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

Homer McLeod of Greenwood moderated a varied topics discussion.

A drive for more members was urged by M. B. Gavin of Lucedale, retiring president, who reported membership had declined to 335 against a potential of 500-plus.

An afternoon cruise in the Biloxi harbor and a seafood jamboree were on the program.

Engine Power Up 50%, Says GM's Campbell

Efficiency of the American automobile engine has increased approximately 50% in the last 24 years, according to John M. Campbell, scientific director of General Motors Research Staff.

Campbell pointed out that a car with a 1933 engine using 1933 fuels averaged 26.7 ton-miles per gallon, while its 1957 counterpart averages 39.8.

"It takes only two gallons of today's gasoline in today's engines to do the work formerly done with three gallons," he said.

The improvement factor was brought out by Campbell in an address before the Society of Automotive Engineers' national fuels

and lubricants meeting at which he was presented the society's Harry L. Horning Award for fueland-engine studies.

"It is impossible to determine what we would be spending annually for gasoline today if these gains in efficiency of fuel utilization had not been made," he said. "Our already heavily burdened petroleum industry would have great difficulty in producing the additional gasoline that would have been required. The price of gasoline would be higher. Our whole automotive transportation economy would have been inhibited in its development."

J. E. Bickel, formerly director of merchandising for Monroe Auto Equipment Co., has been appointed vice-president in charge of merchandising, President B. D. McIntyre announced. Bickel joined the company 13 years ago in original equipment sales. He is an alumnus of Oklahoma A & M University.





The KEN-TOOL Mfg. Co.

AKRON 5, OHIO

Analyzing and Controlling Expenses Call for Toughness, Georgian Says

By S. W. KELLY
Partner, Kelly Motor Co. (Dodge-Plymouth-Imperial)
Marietta, Ga.

FRANKLY, at the end of each month when our financial statement comes out, I feel, after studying the cost of doing business the previous month, that I have fallen far short and have been plain "lousy" in this.

However, it is your money that you are spending and if you are to continue in the months and years ahead as a successful and profitmaking dealer, it is quite necessary for all of us to do something about this daily and every hour of each day that we are in business.

Our service business is the only big business that gives away supplies. I wonder why? Surely it can't be due to the large profit return. This item alone runs your expenses up.

How much of a control do each one of you have on spending



Excerpts from an address on the National Automobile Dealers Association seminar at Raleigh, N.C., Nov. 15. The speaker has been connected with Dodge in retail, wholesale and as a Dodge dealer for the past 31 years.

money?

Who in your organization has the authority to spend money?

We use, and have found them to be quite useful, daily operating control and overhead expense control forms filled out completely prior to the beginning of each month. This is done at a night meeting with the general manager, sales manager, used-car manager, office manager, parts manager, service manager and myself present.

I wish you could hear a playback of a tape recorder of some of these meetings. The discussions are quite rough at times; however, we have been able to control expenses with these forms because, frankly, when department heads say that they want so much money, whether it is for advertising, shop supplies, office supplies, etc., and they expend that money during the month, they are through for that period. No monies are available to any of us for expenses beyond this.

How many times a day do you go through your service department and note the number of lights that can be turned off or check the thermostats on your heating system?

How many rags that you see are being wasted or the many, many other small items that if each and every employe would assume any responsibility at all regarding these things that at the end of the month possibly you would be surprised at how these small expense items count up.

We feel that it is necessary to spend money if you want to make money in the service department; but, before you start next month's operation, we know that if you will study closely your past month's expenses, you will find it helpful in controlling your next month's expenditures.

And, in the main, we find that management has to do this through the medium of the heads of departments by constantly discussing expenses with them. After all, it is not their money that they are spending.

Our office manager buys only for the office; our service manager purchases only small tools; our parts manager purchases shop supplies only; our general manager purchases all janitorial supplies, new-car get-ready and used-car reconditioning supplies; and I buy nothing from anybody.

A purchase order is written by the parts manager for every item

You have heard many times the old saying, "The Cardinal Sin in Selling Is the Failure to Try," but I say to you, "The Cardinal Sin in the Operation of Your Service Department Is the Failure to Try to Control Expenses."

But about the best admonition that I could give you on how to control expenses is to remember that you can spend money a great deal easier than you can make it; therefore, I say to you: be extremely cautious in the amount and for what you spend it.

We feel that with our close supervision of this most important item we have never been "penny wise" and "pound foolish."

And, too, we feel that if you will expend 90% effort regarding the control of expenses and 10% ability, you will accomplish a great deal.

Federal-Mogul Ups Bracken

Richard L. Bracken has been promoted to advertising manager of Federal-Mogul Service, division of Federal-Mogul-Bower Bearings, Inc., Vice-President and General Manager T. L. Camp announced. In his new position Bracken will direct the service advertising and sales promotion programs for the company's engine bearing, roller bearing, ball bearing and oil seal lines.



NASCAR Dream to Materialize In Country's Fastest Speed Track

ONSTRUCTION of the country's Construction of the capable of fastest speed track, capable of supporting speeds up to 200mph, to begin soon in Daytona Beach, Fla., will be a dream come true for William "Bill" France, president of the National Association for Stock

Under details worked out by area officials and a corporation headed by France, a 50-year lease was obtained on a 446-acre site from the Daytona Beach Racing and Recreational Facilities District. The plot is located on U.S. Highway No. 92, just west of the city. Total rental for the 50-year period will be \$375,000, with the option for rental for another 25 years.

It'll Be a Whopper!

France said clearing and construction work will start almost immediately. The speedway setup will be a high-speed track of twoand-one-half miles with two straightaways of 1,500', one of 4,-000', and three high-speed turns banked at approximately 30° angles. It will enclose a two-mile road course and, when the two tracks are combined, will result in a four-and-one-half-mile complete course

With the construction of necessary seats and other facilities, France estimated that 100,000 fans could be accommodated. He added that in addition to motor sports activity, the speedway would also be used to develop better techniques for driver licensing by simulating emergency conditions and for other testing and safety and development programs.

Completion has been set to coincide with the 1959 NASCAR stock car classics to occur in February, as well as the tenth anniversary of the Daytona Beach "Speed Weeks," hitherto held on the Beach-Road course.

The 1958 Beach-Road races will be the last to be held on the old course. However, France emphasized the International Safety and Speed Trials on the beach straightaway "Measured (the Mile") would be continued in conjunction with racing activities at the speedway over the two-week

France said, "The Daytona Beach International Speedway which we are going to build will

be a credit to the Halifax area and to automobile racing. When the track is completed, we will have perpetuated racing here."

Auto-Lite Elevates Twells

Appointment of Robert Twells as group executive in charge of the Spark Plug Division of The Electric Auto-Lite Co. has been announced by President James P. Falvey. Twells joined the company in 1935 and became a vice-president in 1948.

GMC Appoints Brisendine

J. M. Brisendine has been appointed GMC truck fleet sales representative for the Southeastern section of the country, according to R. C. Woodhouse, general truck sales manager of GMC Truck.



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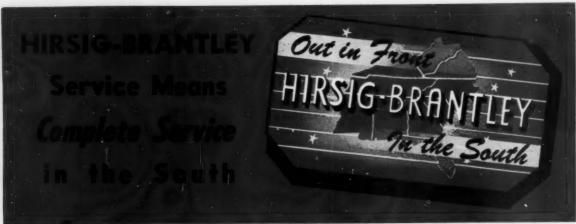
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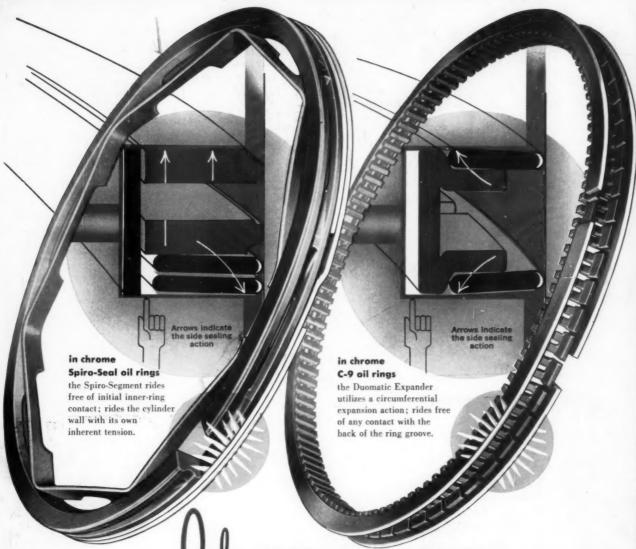
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